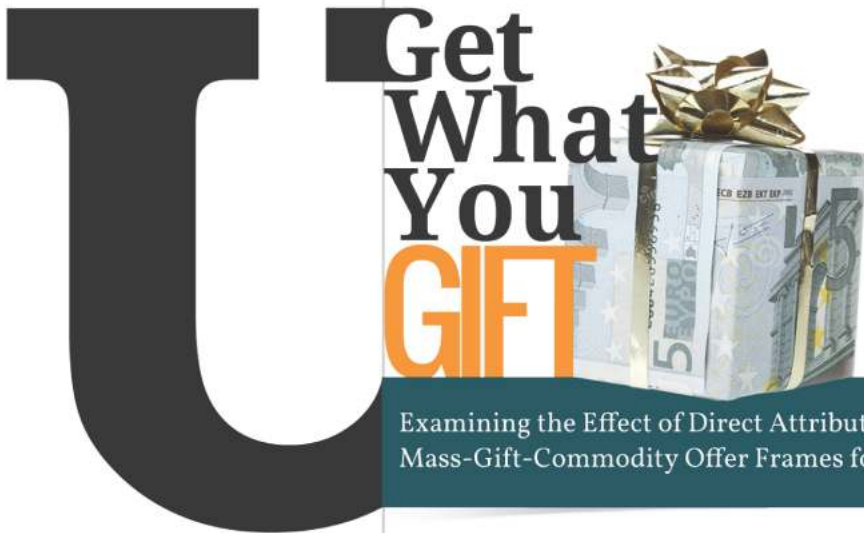


Master Thesis
Marketing



Examining the Effect of Direct Attributed Non-Price Promotional
Mass-Gift-Commodity Offer Frames for Customer Loyalty Responses.



ERASMUS UNIVERSITEIT ROTTERDAM
ERASMUS SCHOOL OF ECONOMICS

Date of
defense
September 2013

Student
name
René Yark
259928



Super
visor
Dr. C.J.S.
Lourenço



Get
What
You
GIFT

Copyright © 2013 R.P.W.Yark
ESE - Master Thesis Marketing
Erasmus University Rotterdam
Printed in the Netherlands
All rights reserved.

No part of this thesis may be reproduced,
in any form or by any means, electronic
or mechanical, without permission
from the Erasmus University Rotterdam,
the supervisor and the author.

Yesterday is **HISTORY,**
tomorrow is a **MYSTERY,**
today is a **MASS-GIFT,**
that's why it's called the **PRESENT.**

-ELEANOR ROOSEVELT-



Table of Contents.



Quotation and
Copyright info



Table
of
Contents



Foreword
&
Acknowledgements



Management
Abstract

I Research Introduction.

11

1.1 Problem Preface	11
1.2 Situational Context	12
1.3 Management Decision Problem	13
1.4 Marketing Research Objectives	14
1.5 Problem Statement and Research Questions	16

II Theoretical Framework.

18

2.1 Introduction	18
2.2 Unwrapping the Gift	19
2.3 Unwrapping Commodity Exchange	21
2.4 Unwrapping Gift Exchange Relationships	22
2.5 Unwrapping the Dichotomy	26
2.6 Rewrapping Gifts as Hybrids	28
2.7 Unwrapping Customer Loyalty	30

III Conceptual Framework & Hypotheses.

33

3.1 Hypotheses	33
3.2 Hypothesized Conceptual Framework	38

IV Research Methodology.

40

4.1 Experiment Design	40
4.2 Procedural Execution	41
4.3 Advertisement Framing	42
4.4 Commodity Framing	43
4.5 Price and Value Framing	44
4.6 Mass-Gift Framing	44

46

Questionnaire Construct & Measures.

V

46	Introduction	5.1
46	Independent Variables	5.2
46	Demographic Variables	5.3
47	Dependent Variables	5.4
47	Manipulation Check	5.5
47	Control Variables	5.6
48	Attitudinal Variables	5.7
49	Personality Trait Variables	5.8

51

Research Results.

VI

51	Data Collection	6.1
51	Sample description	6.2
52	Reliability and Item Reduction	6.3
53	Objective Descriptors	6.4
53	Manipulation Check	6.5
54	Controlling for Bias Effects	6.6
54	Hypothesized Effects	6.7
59	Unhypothesized Effects	6.8

61

General Discussion.

VII

65

Limitations, Implications & Further Lines of Research.

VIII

65	Internal Validity	8.1
66	External Validity	8.2
67	Additional Future Lines of Research	8.3
68	Implications for Marketing Managers	8.4

72

Cited References.

IX

76

Appendices.

X



Appendix Ia
Commodity
Selection



Appendix Ib
Mass-Gift
Selection



Appendix II
Additional
Scenario
Visualisation



Appendix III - XIV
Advertisement
Scenarios 1 - 12



Appendix XV-a-d
E-mail Message &
Participants Consent



Appendix XVI
Questionnaire
Overview



Appendix XVII
SPSS Outputs



Foreword & Acknowledgements.

I would like to embrace this extremely scarce, let me rephrase, only empty space in my thesis by charitising it with the sole fitting purpose for such, and for everyone to read (if you dare with over 80 pages upcoming...be warned!) ; the good cause of a metaphorically anecdotal, personal appreciation and dedication to my tireless co-conspirator and 3 teammates for the ages in our journey to full circle an era...

To keep things metaphorically sound in context of my favourite sport, basketball; First, I like to say special thanks to my "coach" and supervisor Carlos Lourenço, for his valuable X's and O's into the topic. But, perhaps even more so important in my case; without his personal "all-roundness" in tireless team-meetings, in which it was training SPSS, passing knowledge and doing pep-and-brake talks all in one, this thesis would not resulted in jumping for the winning "slam-dunk" that is completing the Master Thesis, as it is now comforting your eye-sight with rather "bombastic grandeur".....

I, literally and in metaphor, was in a health downtrend before Game 7 of the Erasmus MSc Finals, with the game already in overtime, only 6 months left on the shot-clock and all time-outs long used up...but, the ball was in play regardless with the game on the line. Somehow...my inner perfectionistic "Michael Jordan" upped the ante and was "in a zone" for 6 months straight. However, I couldn't have been able to dribble and pull up for a game-winning shot without my 3 eternal "Scottie Pippens" as teammates passing me care, passion and love regardless; my parents, our talking parakeet Speedy and our new sniffing puppy-dog,Blits. As only fitting, I dedicate this thesis to them; it has been a though journey and we're not there yet, but this giant leap in "rare air" is undoubtedly a team-win, by a line-up that hopefully has hit the final shot at the buzzer, won the game and took home the Msc crown as you are reading this...



Albeit discount frames are the most common sales promotion employed by supermarket retailers, it's arguable negatives, combined with continuous pursuit of customer relationship loyalty creation essential in advanced retailing, is regressing the need for alteration to alternatives. The trending manoeuvres by food retailers that imply the arise of such alteration, is their recent thorough entrance and action within a vibrant mass-gift economy domain that characters distinct content and social structures. In addition, recent research debates the theoretic distinct forms of gifts and commodities used in sociology and anthropology. Inspired by recent work in the field, we elaborate on the idea that present retailer offset combines gifts and commodities as a "mass-gift-commodity hybrid", strategized to customer recipients goaling reciprocity through obligatory commodity purchase. Consequently, to assist managers with this marketing tool, we aid in broad empirical investigation for unwrapping the process of relationships, loyalty, gifts, commodities and both exchanges. In turn, the experiment conducted with a 3-type offer framing set, purposes developing an understanding of the impact of gift-commodity hybrids for customer loyalty objectives within retailing practice. Moderators in our conduct featured product category distinction, stated value and brand of gift, while attitudinal and personality trait mediators were researched. The broad methodological approach followed was quantative of nature. The sample consisted of 257 consumers of ages 18 and up. Scenario corresponding visual outings combined with a structured questionnaire was used to collect results. A descriptive, t-test, ANOVA and UNIANOVA analysis approach was used for analysis. The main results obtained suggests that free gift offers are less effective for purchase and repatronage intentions juxtaposed to traditional approaches, a discount and an offer without any promotional claims. Furthermore, additional results reveal that value information stated alone, while combined with a branded gift are significant moderators in this main effect. Also, we found overall value satisfaction as significant mediator in the process, that robust our construct in that this is a valuable determinant in gift exchange relationships and a calculatory measure for both relationship and gift valuation. Our findings offer guidance to marketing managers that might benefit from knowing what is the best strategy to use for promotion and customer loyalty objectives. Explicit, this research extends prior research on the topic, since effectiveness of hybrids for loyalty objectives is an under-researched issue.

Keywords: *Marketing, Retailing, Gift Exchange, Premium Promotion, Mass-Gift-Commodity Hybridization, Customer Loyalty, Consumer Behaviour*

1.1 Problem Preface

In the ultra-competitive landscape of retailing, today's grocery marketers have an increasingly hard time in meeting customer needs, profitably. On the one end there's coping with intense intratype and intertype competition, while on the other end, its consumers are becoming increasingly price-sensitive while altering consumption patterns because of commitments, tightening time- and monetary budgets due to recession (Dellaert et.al. 1998). In attempt to persuade behaviour, managers for years reach into their toolkits, resulting in steady increase in use of price promotions, focussing on attracting customers and stimulate both store traffic and sales (Mulhern & Leone, 1990). With this increase many creative expressions have arisen, with price discounts as its most common form (Darke & Chung, 2005).

Although research argues that these discounts lead to reliable increase of perception value (Compeau & Grewal, 1998), critics suggest that on-going price cuts are costly while damaging important supplier understandings (Hardesty & Bearden, 2003). Meanwhile, price promo activity can blight brand equity (Mela et al.1997) ; makes consumers sceptical of sale prices (e.g. perceiving discounted prices as true price) (Darke & Chung, 2005); while moulding them into more price sensitive (Darke & Chung, 2005) and lastly even make them undermine perception of product quality (Darke & Chung,2005). Also, price-promotions do not have monetary effects, but only temporary lift volume, brand – and category sales (Srinivasan et al., 2004); while

reducing brand/ category revenues and margins, because of dynamic sales effects of post promotional- dips following each promotion (Van Heerde et al., 2000). Alarmingly, temporary use of this activity educates consumers when to stockpile, when to await bargains and when to cherry-pick across stores, creating stubborn habits (Gauri et al., 2008). Human habits that are very hard to break (since part of our psychological makeup to repeat consequently), the above share of criticism introduces the pressing need for a promotional alteration.

1.2 Situational Context

That alteration has arguably set in in the Netherlands as of early 2000, since the food retail industry has been witnessing a rapid transformation from its promotional paradigm. On the one end, while the above cited by no means exhaust the vast critical literature on price promotions, it suffices to illustrate the negatives of its use as a cause. On the other end, present situational context of recession causes loyalty strengthening, since ordinary customers re-evaluate their loyalty behaviour (Jansone, 2012). During recession even; consumers are less tolerant, show no compassion for front-line employees and want personalized service (Bell & Chip in Jansone, 2012). While, continuing such behaviour pre/ post-recession, since altered patterns will continue during recovery periods and beyond (Miller in Jansone, 2012). Thus, although managers have clear goals in mind, sales, business success (store loyalty is its most important factor (Anic, 2006)) and growth (of which customer loyalty is a main driver (Reichheld, 2003) amongst others, there lies situational difficulty in attaining and retaining loyal customers since food retailing has many alternatives and low switching costs (Anic in Jansone, 2012).

Resulting, loyal customers are a regressing need; after all retaining an existing customer is more efficient than acquiring a new one (Anic, 2006), as estimated attracting a new customer can cost up to 5 times more than what it costs to keep a current customer happy (Rus,2008). Also, they are less price sensitive (Tsai et al. 2010) and provide free word-of-mouth recommendation bringing in new customers (Reichheld,2003). Implying

pursuit of addressing this permanent need through promo, simultaneously, direct gifting with purchase offers is suspect gaining ground in food retailer industry, in the Netherlands in particular. Quick practical decomposition of this strategy learns that consumers can expect a fully harmonized mass consumption setting; matching store design- and image, audio/visuals events and complementary goods. The premier focal point of such campaigning: a framed gift attribute (that is non-monetary of nature) with purchase (Prendergast & Stole, 2000), receipted at either the shelf or the cashier amongst others. Although yet ambiguous, supermarkets arguably produce a renewed category mode that diverts from orthodox forms of exchange. Gifting exists in other countries, but we found that the Netherlands are a particularly suitable context for our study because of recent and on-going offset of campaigned direct gifting. Favourably, many operant supermarkets persist this trend hoping to copy success of premier outings; Albert Heijn's KNVB soccer collector's stickers amongst others. However, tempting and unanswered questions are the inferences drawn by consumers about the free gift attribute, rather than the product framed (Raghubir, 2004), while understanding if and how such offers affect customer loyalty.

1.3 Management Decision Problem

As alternative to price promotion, free gifts arguably are perceived as highly valuable (Lobb et al. in Dark & Chung (2005). Also, rich literature has shown that promotions affect short-term sales positively (Blattberg & Neslin in Reghubir,2004). However, such strategy being informative and affect sales through more than a attribute to accompany with a purchase is nothing new, only it seldom applies to the context of free mass-gift promotions (Reghubir,2004). In our context, a supermarkets' act of mass-gifting aims at producing and entering relational space, completing loyalty objectives in return that in turn lead to achieving sales objectives indirectly. Baring the thought of such achievements, managers willingly attribute part of their budget to this young exploit as a solid business investment, with expectancy of accessing the dimension of loyalty magnificence. There seems speculatively unlimited potential, successful unlocking as an integral part of the marketing mix, while synergising with other promotion activities however needs effective employment. Despite a good deal of speculation and intensive practical implementation by its retailers, its use in our

context only covers a 13 year window. While many scholars and managers have been moderate in researching the topic of gift exchange- and promotion for decades, present research on the emergence of this vibrant mass-gift economy in the retailing sector is particularly scarce, apart from to the eye-opening work of Bird-David & Dar (2009a+b).

In depth, research examining the manner in which free gifts with a purchase offer affect pursued loyalty behaviour and consumer process these framings is practically non-existent. As is inferences drawn based on the gift offer; explicit mention of the free gift value; explicit use of a branded free gift ;and explicit distinct in product category. Surprisingly, that leaves managers, operant in a demanding economic situational condition, in loyalty pursuit in a challenging market, with few reference on inference of this offer framing. Conversely, it are these exact same managers that have to act in sales interactions as more social actors, while making indispensable business decisions in the process in order to differentiate, be competitive, retain loyal customers and sustaining success longer-term.

1.4 Marketing Research Objectives

Arising from the management decision problem in our situational context is the pressing need to elaborate on the recent work by Bird-David & Dar (2009a+b), by extending their reasoning we answer their call for addressing the broadening of research on this young topic of particular mass-gifting. Explicit, we aim at seizing the opportunity, as extradited by Bird-David & Dar (2009b), to conquer a position as one of few pioneering marketing scholars moving in direction of this topic, topping up its knowledge gap. In addition to manager objectives however, the pure economic model of consumer promotions does not explicitly account for complementary routes through which promos can affect behaviour (Raghubir, 2004). We aim at averting obvious exploration in pursuit of complementary routes, intertwining consumer behavioural , marketing, social exchange and anthropology literature. Explicitly, broadly purposing understanding this newly created mode of commercial (mass) gift exchange, its process, actors and its relational space. More deepening, we

partly adapt and combine experiments by Beltramini (1992) and Raghurir (2004) while modifying for “offer- and attribute framing” (Levin et al, 1998; and Darke & Chung (2005), investigating possible incoherence in decision making towards different type-offers framings (e.g. stand-alone, discount or with a attributed gift). Explicitly, our main experiment purposes for direct comparison in effectiveness of using a free mass-gift attribute with a stand-alone product (e.g. a fast moving consumer good) in increasing loyalty response in retail practice, versus use of a discount or an offer without promotional claims. Extending, we examine for moderating effects of stated value, attribute brand selection and pairing product category, while holding the price of the product constant – specifically, the value of the free gift, the brand of the free gift and the product category it is offered with. Lastly, to up the ante we extend for topic-laden mediating effects of specific inferences in relational attitudes and personality traits.

Resulting, insights will suggest and assist (brand) managers in understanding inferences and employment of this ambiguous mass-instrument as business investment made for loyalty objectives – specifically, we aim at suggesting if managers should select such stand-alone free gift offers for loyalty objectives compared to other offers; if selected, then if and in what manner to communicate the value of the attribute in a free gift offer; if the attributed gift should be branded/unbranded; with what type of category product the offer seems bested and if attitudes and personality traits mediate inferences of the gift offer. As final note, we aim at broad implication of this study. As template, we subset the respondent landscape by selecting a food retailer-dense setting in the populous western region of the Netherlands. As focal is Alphen a/d Rijn, in close proximity to capital cities, while overall gifting is firmly naturalised (e.g. from working environments, anniversaries to religious holidays) as suitable setting for obtaining our online respondent data. While exact embodiment and framing of our experiment and definitions will be due in upcoming chapters, next paragraph previews in brief our problem- and research questions.

1.5 Problem Statement and Research Questions

Previewing, originated from the above/upcoming chapters, our problem statement is the following:

- *Is a free gift type offer frame, in which a commodity purchase is directly attributed by a non-price promotional mass-gift, an effective marketing communication predicate for customer loyalty responses - such as purchase / repatronage intentions?*

Our study reports the results of a step-wise trajectory that purposes the solve of the above statement:

- *What are the main typologies, dimensions, and components of:*
 - *The gift*
 - *The commodity and it's exchange*
 - *Gift exchange and (social) relationship behaviour*
 - *The mass-gift-commodity*
 - *Customer loyalty responses*
- *Does the impact of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on consumer loyalty responses, differ from other offer-types such as a discount or an offer without such claims?*
- *Is the impact of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on consumer loyalty responses, moderated by:*
 - a) *Product Category Pairing*
 - b) *Manner of Communication*
 - c) *Attribute Brand Selection*
- *Is the impact of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on consumer loyalty responses, mediated by attitudes and personality traits – such as overall relationship-worthiness of the retailer; overall value satisfaction; overall appreciation of promotional deals; overall appeal of the ad and materialism trait?*

II Theoretical Framework.

2.1 Introduction

Exchange is a key aspect of life, of which advocates of the “free market” since the early 1950’s have postulated; gifts are simply a barter without calculation by societies, as basis of an economic system with means of unselfish generosity (Rus,2008). Yet evolved from the early 1960’s up until today, its significance in economies is uncontested in terms of retail sales (Davis in Sherry,1983), yearly grossing for 10 % of total U.S. retail economy (Dunn et al. 2008); with 3 to 4 % of consumer income spend on gifts, whereof 80-90% are non-monetary expressions aimed at suiting occasions (Prendergast & Stole, 2000).

Capturing imagination of scholars is the process and means rather than the mere barter of objects, defining it as social institution with intrinsic aspect of human society versus microeconomic logic where money is common claim on goods for compensation (Prendergast & Stole, 2000). Obvious, gifting is an unique phenomenon that combines economic, social and self-expressive motivations. As Belk (1982) sums, its peculiar status has resulted in vast research an elaborations within the fields of anthropology (Mauss; Levi-Strauss),sociology (Gouldner), psychology (Jones), economics (Belshaw) and consumer research (Belk). As small exemplification throughout the years; scholars focussed on gifting in anthropological perspective (Sherry,1983); self-gift giving (Faber et al. 1992); gender differences (McGrath, 1995; Areni et al. 1998); practical guidelines and rules for the art of gift giving (Campbell, 1997; Feder, 1998); its non-monetary nature (Prendergast & Stole, 2000); indicators for detecting gift failures (Roster, 2006); and difference in gift cultures (Liu et al., 2010).

Nonetheless, while the before cited by no means exhaust its vast literature, it suffices to illustrate the combination of social concepts and a modern gift economy in which non-monetary promotion finds its breeding-ground (Sherry, 1983). This gift-economy is the area that bears specific relevance to our context, where of importance is Mauss' (1954) classification based on form of exchange dominating economic actions distinct between "gift" and "commodity" exchange. Gregory (1982) later systematically developed this dichotomy in 2 spheres representing market vs. non-market; "gift" exchange (e.g. household/personal relationship) and "commodity"-exchange (trade/impersonal relationships) between societies. In recent years however, such sharp distinction has been questioned, arguing gift-exchange inhibiting more economic calculation in both traditional as capitalist societies than assumed (Rus,2008). Explicit, gift exchange differs from market exchange barter in mere lapse of time between gift and counter gift, while both are actually ideal types of exchange that both utilize rational, self-interested premises (Rus,2008). Exemplifying, industrial society has substantial economic expenditure on gifts, while really any economy will be a mix of these 2. In line with above introductional evolution, upcoming sections will depict aspects of gift giving, nexting them as 2 apart pillars but also, as Valeri in Lapavitsas (2002) and Bird-David & Dar (2009b), as a mutual concession with combinational necessity in its proliferation alongside a regenerated gift / commodity dichotomy.

2. 2. Unwrapping the Gift

Starting off with the unwrapping of the gift; virtually any resource (e.g. from tangible object to intangible experience) can be transformed into a gift, context-bound and tailored to specific situations (Sherry, 1983). Although the nature of its intent is divided in 3; social, personal or economic (Sherry 1983) that result in tailor-selected objects to proper suit this nature, gifts in practice are purchased products rather than services or objects made by the giver (Belk in Belk,1982). Yet, stressing is the notion of a careful drawn (economic) line between cash and gift, dependent of that specific situation (Douglas and Isherwood in Sherry,1983). Overall retailer focus is on that economic ideology, resulting in diverse studies examining mixed interfaces; the use of embedded promotional offers (Arora & Henderson,2007); Promotional competitions (Peattie,1998); Negative spill-over effects (Tseng 2010); Potential backfire of promoting the free gift (Raghubir & Celly,2009); and

negatives of unattractive gifts on brand image and attitude (Simonson et al., 1994). Others aim effectiveness; Gift use in the bank sector (Preston et al., 1978); Comparing between price discounts and premium promotions (Palazon & Delgado-Ballaster, 2009); and Corporate gifting (Fan, 2006). Trending in earlier literature, business gifting is solo a sales promotional tool (Fan, 2006), while more recent conduct it as an integral part of the marketing mix (Bird-David & Darr (2009b). Purposed as corporate tool, assisting marketing activities, such as hospitality given to customers with aims of image promotion (Lovelock et al in Fan, 2006), while acting within broader strategy involving fostering/ maintaining long-term relationships with customers (Fan in Bird-David & Darr, 2009b).

Elaborating, such “corporate gifts” (e.g. gifts or incentives) differ in gesture; A gift is a corporate gesture in recognition of business or between businesses promotion, while incentives are products perceived to be of high value, used in rewarding staff or long standing business customers (Intel in Fan, 2006). So, business gifts represent that category of the advertising specialty industry which includes imprinted products (sponsor identification typically accompanies the gift) in the \$5 to \$25 range of value (Beltramini, 1992). A main precondition is evident; “gifts or giveaways” are free in monetary value for only a recipient, while a business investment for a donor, qualifying it as premium (d’Astous & Jacob, 2002).

Defining, a premium represents an article offered free (or at a low price) in return for purchase of product(s) (d’Astous & Jacob, 2002), that is voluntarily provided to another person or group (Belk & Coon, 1993). Requirement is absent though, for a premium nor the product offered with, to be of identical product category (d’Astous & Jacob, 2002). Such notion of “corporate-gifts” provided by a company free to consumers (Bodur & Grohmann, 2005), excludes intangibles and monetary expressions (e.g. price cuts, rebates and free amount) (Chandon et al, 2000), amplifying the weighted context of only free gifts as opposed to receiving a free product (Palazon & Delgado-Ballaster, 2009). Continuing, further genuine variance lies in category distinction of its outings, value and purpose; As Fan (2006) reported 3 broad categories distinct on purpose; Give-aways (e.g. low value; high volume; less personal; for company brand name promotion) ; Standard gifts

(e.g. high perceived value; cover range of prices; presented in personal manner; suiting most occasions); and Luxury gifts (e.g. high value, low volume; address individual; prestige based on strong brands). Kotler and Turner in d'Astous & Jacob (2002) however distinct 4 categories (e.g. with-pack, reusable container, self-liquidating and free-in-mail). Yet, Rossiter and Percy in d'Astous & Jacob (2002) proposed 2 premiums (e.g. self-liquidating and free ones (e.g. samples, coupons or refunds. Abstraction of latter 2 results in 2 conditionals epitomizing its exact moment of supply (e.g. delayed or directly), an area of concern for us while food retailers supply the gift directly at the shelf, with the product or the at the cashier.

Finalizing our pragmatic approach, we resort to Bird-David & Darr (2009b) by extending premiums for mass consumption as "mass-gifts". As premiums, mass-gifts come in diverse outings, donated in massive volume in exact same form to mass consumers (Bird-David & Darr,2009b). Fusing above knowledge into a monolithic melting for our study; mass-gifts are direct attributed give-aways (e.g. low perceived value; high volume; less personal), given in conjunction with commodity purchase (past, present, future) within a mass consumption setting (Bird-David & Darr (2009b). Yet, while above evaluated does not yet exhaust all aspects, it suffices to already illustrate the carefulness with which gift strategy is conceived, propagated and designed by its professional practitioners.

2.3. Unwrapping Commodity Exchange

Evident, gifts are often free with commodity purchase, within the spectrum of mutual concession, commodity exchange is principally dedicated by a desire to obtain certain objects by means of exchange (Lapavitsas, 2002). Economic interpretation is often linked to exchange in context of hard assets (e.g. raw materials, agriculture) modelling basic economic realms of rationality, individualism, material gain and loss (Lapavitsas, 2002). As such a commodity product is fungible; both substitutable and identical in all units of production regardless of the producer (Hofstrand,2007). Its exchange thus commercially transacts among strangers without enforcing lasting social obligation or personal relationships, devoid of almost all social, formal or personal consideration and symbolic uniqueness, while relying on price-based decision making and price

completion (Rus, 2008). Furthermore, outings abstract that its trading involves reciprocity between entities (Bell, 1991), while creating relationships independent of nature after a transaction is over (Gregory, 1982). While, inhibiting low sociability and high impersonality amongst entities that digest in commodity value importance (Gregory, 1982). To template, customers are strangers exchanging a commercial transaction without social obligation, gratitude or mutual social relationship intent. A commodity here enters a sphere of trade and impersonal relationships limited to a sellers' obligation to deliver the commodity to a buyer, while the latter pays an agreed amount to the seller for it (Rus, 2008). Concluding, commodities in a retailer context are any trade able (uniqueness hollow) fast moving consumer good, inhibiting no obligation to repurchase at the same retailer again (Rus, 2008).

2. 4 Unwrapping Gift Exchange Relationships

Before we can cover the spoil of the sharp contrast between gifts and commodities, crucial is understanding first the relational atmosphere surrounding the process of exchanging the gift object. Since, discussing gifts through its tangible value only does not grip unobservable intangible values (e.g. human emotion, experience, relationship and reciprocity). Explicit, donor and recipient, their relationship and presentation of the gift are not inhered in just the object (Belk, 1996b), so a sole economic view is a distraction from its exchange "magic" and goes against the spirit of gift giving (Camerer, 1988). Schieffelin in Sherry (1983) sees gifting as rhetorical gesture in social communication, with objects having a symbolic dimension. Even, such symbolical and identity-laden commodities make categories of culture stable and visible, while functioning as non-verbal medium for creativity (Douglas & Sherwood in Sherry, 1983). Thus, the gifted object is more an invitation for partnership and confirmation of participation in tribulations and joy, illustrating that an attached string of social bonds is forged and reciprocation encouraged (Sherry, 1983). As a result, a first functional process of exchange becomes a "total gift-giving experience" for both parties (Larsen & Watson, 2001); of which the economic equivalent is a consumer system, with social solidarity based on structured gift exchange and social relationships among consumers (Giesler's, 2006). Areni et al. (1998) argue this experience as shared and evenly evaluated, because the equilibrium of delight or disappointment in a gift by a recipient, almost always

result in the identical for a donor. Yet, within this experience the object still dictates the emotion level paired with the interaction, resulting in continuous evaluation of gift attractiveness during interval of exchange. Because, inevitably humans are driven by profit maximization through form of material possessions, pleasure and comfort (i.e. utility) (Rus,2008). As a consequence, material value of the object is simply a (partial) reflection of the nature, role and weight of the relationship (Sherry,1983).

Although gifts can actually be free in stages before constraint, that is the first gift given between parties is voluntary of character which no return gift can have (Carrier,1991). Thereafter, for returning benefit one is obliged ethically, operating under coercion, or prototypical contract (van Baal in Sherry, 1983). Now, relationships in general always imply moral and social obligations, if there's intent to continue and thus re-affirm, cultivate and grow it (Rus,2008). But here, coercion is in fact a template for social and moral ties created by a sequential cycle of exchanges that inhibit t reciprocal and optimizing behaviour, in turn creating a constrained relationship (Rus,2008). Where after, gifts cannot occur anymore outside of the relationship (Larson and Watson,2001).

Stemming, reciprocity is thus an assumed norm with an obligation to give, receive and reciprocate (Gouldner in Sherry, 1983). And, gifting creates tensions and asymmetry in a relationship, while indebting the receiver, who is obliged to make a counter-gift at some point in time. As a consequence though, gifting relationships are hardly balanced, because there is continuous role reversal and debt imbalance at practically any point in time (Scammon et al. in Sherry,1983). In turn, the receipt of gifts is equally mandatory, while refusing a gift is unsociable or even a hostile act (Mayet & Pine, 2010). All results in that the object of selected value becomes strategically gifted, operating as tangible expression of the social relationship created, in which price, satisfaction and quality are dimensions used to create, maintain, modulate or savour this relationship (Sherry,1983). Nonetheless, this continuous pressure to reciprocate actually does avoid feeling inferior and is used to safeguard reputations (Sherry,1983). Explicit, those who have been "helped" feel obliged to return help, without necessarily feeling favourable towards the help provider (Beltramini,1992). Evident, in gift

relationships perceived balance is of continuous importance (being a main determinant of satisfaction (Poe, 1977)), while the inalienable objects exchanged are in fact imbued with identity of their owners. And, since the giver gives quality part of himself, the objects are permanently tied and never completely separated from exchange (Rus,2008). Yet, although a gift is directly owned by the receiver, the object is not to be alienated from the donor (Rus,2008). Stemming, mere change in the (value) of the object can indicate a change in understanding and the relationship (Barth in Sherry, 1983).

Continuing, within gift exchange key emotional values are trust, responsibility and symbol of the relationship, which often define criterion for the transfer of family heirlooms (Areni et al.,1998). Yet, besides expressing such values aimed at maintenance of a transactional relationship, there's also a continuous undershore of token gifts, outside the regular flow of gifts, that enables symbolised recognition of obligation in periods between the formal reciprocation; Examples of which are greeting cards or a cup of coffee. (Blehr in Sherry,1983). This "informal" flow opportune for short term re-affirmation of a social investment with a partner, enabling a donor to evaluate reciprocal intent and permit recipients to demonstrate trustworthiness (Sherry,1983). Interestingly however, absence of such use, or failure in reciprocating appropriately, evenly result in a persisting gift debt (Smart,1993), and the relationship becoming assymetrical (Sherry,1983). Aside, such imbalance does evident the ability for the giver to reap significantly more than what was given, implicating potential for the use of gifts as a business investment (Beltramini,1992). Nonetheless, the task at hand for the parties involved is thus to reciprocate correctly. For a recipient, a "perfect" gift, meaning the union of the right object with the right person at the right time, is interpreted as delight- or best gift (Mayet & Pine, 2010). Conversely for givers, sacrifice is represented by financial, labour, effort and time sacrifices (Belk, 1996). In line, its exchange context is of equal importance; for example a foot-in-the-door technique (substantial request after prior compliance with a smaller demand) induces greater compliance than a door-in-the-face technique (smaller request after refusal for an extreme favour) that produces more reciprocal compliance (Beltramini,1992). Also, attention to form is mandatory, or else it results in devaluation of what is gifted; the intention to obligate may fail because of open motivation. Simply, the gift must appear not to be as

such, if it is to have the intended effect (Smart, 1993), since satisfaction measured is proportionate to accuracy with which one gauges the level of the exchange at which one's exchange partner operates. As result, indication of variation in purchase strategies between gift-giving situations is mandatory, since there's a distinct in purchasing gifts for others versus purchasing a product for one's self (Belk, 2001).

Deepening, appropriateness and context of the gift itself, and outing of perceived deliberate versus accidental gift-giving, also affect magnitude of reciprocal response. Because, recipients rather perceive the gift as appropriate and intended for him or her, than largely distributed to a range of recipients, it should hold expressive, personal and subjective value that is indication of relationship depth (Mayet & Pine, 2010). Such value even increases attraction stated to a donor who obliged recipients to return a favour rather than nothing in return (Gergen et al. in Beltramini, 1992). As result, planning of giving and the gift mirroring the occasion has to become rather strategic, with exchanges regulated by obligatory timed ceremonial events and ritualised occasions such as Christmas. While becoming either altruistic to maximize pleasure or agonistic in attempting to maximize personal satisfaction. Implying for both self-purchase and for others, underlying all is a economic notion of value reference and benefit levels (Palazon and Delgado-Ballester, 2009), that in Western society today has evolved to adopt material meanings to mentioned occasions such as Christmas (Mayet & Pine, 2010). Concluding, overall stability and loyal commitment in interpersonal relationships, even those implicated in capitalist relations of production, is supported by utilization of the idiom explored in this paragraph (ie. vocabulary of gifts purchased, accomplishing above tasks and motivation for long-term social relationships), that is capable of encompassing divergent motivations and forms of exchange (Smart, 1993). Effectiveness of this idiom and relationship outcome are adherent to its forms and social etiquette, and through the expectation that the building of such relationship (through tasks, support and exchange) will be treated as the primary objective, not just an incidental expense or inconvenience (Smart, 1993).

2.5 Unwrapping the Dichotomy

Quickly recapping, gifts are obligatory transfers of inalienable objects between related and mutually obligated transferors, in our context that obligation is a proportioned purchase (Rus,2008). However, over the last decades, consumer choice is not merely directed by price and physicals of a product, but more by intangible features that spoil the sharp contrast of a mass-gift and a commodity (Rus,2008). As mentioned, gift exchange is more than an object, but also, commodity-exchange is no longer solely about factory production as described in paragraph 2.3 but more added value, similar to the symbolic value of a gift. As a consequence, Rus (2008) states that commodities are no longer anonymous, impersonal, alienable items, but branded worth while with values added instead (ie. emotional, symbolic, intellectual and financial). As a result of branding and advertising, its exchange serves broader purpose than sheer practical utility, but now consumption activity carries meaning and symbolic values that construct identity and sense of place in the world (Rus (2008).

Connecting, all above (intangible) qualities resemble features of the gift. But, businesses are letting consumers think they are switching from commodity-exchange to a gift economy, while creating intangible existence of the producer in buyer's minds (Rus, 2008). As such, customers can base conjectures about a product on knowledge of a parent brand and its equity (Kim and Sullivan,1998), resulting in that commodities tend to bear traits of the giver (traditionally considered to be in the domain of gifts), blurring further the drawn line between anonymous commodities and personal gifts. Concluding, as Aaker (1992) describes, higher brand equity results in greater brand loyalty, providing security and predictability for firms while providing quality and trust for a consumer. Evident in all above, a commodity and its marketing have evolved from producing to personal selling in which it is mandatory for a seller to inspire trust and create a loyal relationship with a customer (Rus,2008). Conversely, gifts have evaluated into fosters for informal relations within or between organizations (Bruhn,1996) while promoting personal relationship and mutual trust in the long term (Yan as cited by Xu, 2001). Simultaneously however, retailing and its marketing practice has shifted from transaction-oriented mass-market activities and commodity selling to a holistic relationship-oriented marketing concept (Rus, 2008). This concept aims at establishing loyalty retention, creating similar social bonds that characterise

gift-exchange, resulting in mutually profitable long-term relationships with loyal, patronizing customers, cheap for businesses (Kotler and Keller in Rus, 2008). Companies use various strategies to establish such permanent long-term relationships (e.g. loyalty programs, relationship marketing, customer service and direct marketing) (Rus,2008). Arguably, the direct form of a temporary loyalty marketing campaign, such as stickers, employed by supermarkets in our context, creates impression of personalised promotion materials in a campaigned ecosystem that camouflages true business purposes with service and image, but still have to be proportioned to a purchase (Rus,2008). Such selling service is often customer service (desks) and employee trustees, in for creating a loyal customer base that demands excellent service while making customers feel like they are taken care of after the act of purchase is over (Christopher in Rus,2008). Connecting, as Beltramini (1992) stated, tactfully asking customers for future business shortly after providing business gifts seemingly provides recipients a welcome means of restoring equilibrium in the on-going relationship. In line, Bird-David & Darr (2009b) illustrate such tact in mass gifting; In which the commodity is directly picked up with the gift from the shelf and taken to the cashier for purchase, or in which supermarkets mediate in that after purchase consumers are directed to the main service counter to pick up the gift. In food retailer context, often their main service counter is the cashier, while customers are receipted the gift by the cashier directly after the moment of purchase proportionated of the amount. Such effective conversion strategies depend on socially defining transactions in particular – desired manners ie. – as gifts rather than as bribes. That notion is, gift, bribes nor commodities are real entities that can be scrutinized, fitted to formal definition or labelled, but are practical accomplishments; although success in presenting an exchange as the appropriate kind of transaction is not always achieved (Smart, 1993). As such contexted gift promotions are arguably a present exploit of indistinct boundaries between the gift and a (modest) business bribe, since a bribe follows the laws of the gift, despite lack of sanction between either law or morality, as equally suspect with monetary gifts (Van Baal in Sherry, 1983). Modulating Chaudhuri (2008); the conduct of the gift is defined by the object, that in turn is designed to manipulate within boundaries of ethics and law, through donation in a healthy mass-gift giving culture environment (in which the gift is perceived as such). More explicit, it is through these vehicles of conscious gift supply, with encompassed gratitude to a customer and a trusting environment, that the

commodity aspect is unconsciously simultaneously addressed in “bribing” , for obligation of purchase in order to receipt the gift. Concluding, the gift object in turn represents the exploit in consumption-based orientation and trait aspects of living in a Western material world, where status, between overall consumers that attach to worldly possessions, is evaluation (Belk, 1985).

2. 6 Rewrapping Gifts as Hybrids

Rewrapping now the mass-gift in context retail management outings, as Bird-David & Dar (2009b) address, consumers are witnesses of an ambiguous retail marketing strategy that is stressing the orthodox distinction we discussed. Like commodities, mass-gifts are ambiguous and infused with internal contradictions. Since, when a gift offer states that 20% of a commodity is extra, or a doll is offered at the cashier after purchasing a promotional product, which is the gift and which is the commodity? Reasoning, forms and meanings of both gift and commodity can change over time, from person to person, regardless of marketing strategy instituting the mass-gifts (Bird-David & Dar, 2009b). This interwoven exchange of a “mass-gift-commodity” as “hybrids” is manipulatively strategized , neither to classify as pure gift nor a pure commodity. Ultimately, implemented hybrids in mass-gift environments (e.g. supermarket retailing) mirror a new breed as complex re-confirmation of orthodox exchanges. Similar as gift exchange, hybrid strategy establishes a relational space in which actors negotiate the ambivalence of the symbolic script of the gift, while purposing manipulation for covering practical business objectives (Bird-David & Darr, 2009b). However, constraints, tensions, interests and contradictions of marketers, salespeople and consumers are inherent to this hybrid form, which play out on the consumption floor beyond this strategy (Bird-David & Darr, 2009b) .

As exemplified in 2.5, Bird-David & Darr (2009b) specify 2 practical forms of mass-gifts; First, one which the gift becomes a legitimate object of calculative utility interest and is offered directly by the product, with instruction to handle it in the same way as a commodity (i.e. pick it up from shelf, place in cart and take it to the cashier). Second, a supermarket is a mediator in that when paying the shopper is to collect earned gifts at a counter through purchasing pre-defined commodities or a pre-defined amount. We argue retailers in our

context use a slight variate of both in that when paying, the shopper is handed over earned gift directly by the mediating cashier after purchasing a pre-defined amount. Evident, retailers using this tool mirror the gift economy objecting a sense of community in an anonymous mass market while creating obligation (Bird-David & Darr (2009b). Conversely, buyers have expectations and reservations towards gifts and reciprocal obligation, which are played out and resolved as part of sales interaction among all parties. Concluding, these behavioural interactions are building blocks of a distinct mass-gift economy which, as in gift exchange, constantly shadows the bribe part of on going exchange of commodities in mass consumption settings (Bird-David & Darr, 2009b).

As outings of this shift of focus from product to the relational space created by mass-gifting, receptors have diverse ways of dealing with a gift range from passive acceptance to bargaining and negotiation or outright acceptance refusal (Bird-David & Darr, 2009b). Most collect the offered regardless, some take it and throw it away rather than refusing acceptance, making shoppers feel its hybridised presentation is obliging receipt, referencing to cultural gift exchange (Bird-David & Darr, 2009b). In line, a gift is given by perceived right, personally by the cashier or can be picked up at a shelf like a commodity as exemplified, while the receiver can demand a gift but cannot choose it. Meanwhile, shoppers expect it as their right and demand it as addition to commodity purchase as measure of satisfaction, resulting in behaviour like inspecting- and shopping for it, while attempting transforming and bargaining over them to fit their needs; strategically, manipulatively and self-interested acting in the relational space, aimed at maximizing economic benefit (Bird-David & Darr, 2009b). Bird-David & Darr, (2009b) argue even that if an attractive commodity offer is presented with a gift, consumers reframe and calculate a gift to monetary terms (and proportioned amount seeking maximised economic benefit), and if perceived as not a good deal the gift becomes a commodity in that a shopper can simply decline it. Concluding, within this mass-gift environment outside of the modern capitalist context, shoppers know the mass gift is not really a gift, while trying to manoeuvre between cultural meaning and practical and rational concerns. Thus, they are empowered to openly reject, calculate, resolve contradictions and tensions they experience with gifts in other domains of their lives, something that is not possible with

gifts from relatives; conversely, donors giving the mass gifts as excess of ordinary commodity exchange are obligated to the norm to provide the shopper with the gift they perceive as a basic right (Bird-David & Darr, 2009b).

2.7 Unwrapping Customer Loyalty

In before paragraphs we illustrated the build and process of a social satisfactory gifting relationship. However, for companies the notion of a sole satisfactory transactional relationship does not direct into a buyer's decision to continue such relationship. Although satisfaction is an important antecedent in social relationships as well as in fostering customer retention, it is no security for purchase or repatronage intent. As in social relationships, also of value for businesses is commitment towards an organisation and a customer's level of trust, while strategizing for meeting their needs, all in turn may lead to higher levels of proficiency and loyalty while generating financial rewards (van Vuuren et al. 2012). Since, contributing long-established relationships lead to increased use of services and willingness to pay premium prices, while hardening circumstances for competitors to enter a market or increase market share (van Vuuren et al. 2012). Conversely, for customers such relationships minimise risk, simplify choice and provide perceived optimal satisfaction (Gremmler & Brown in Bennet et al, 2002), while deriving social benefits that include feelings of familiarity, recognition, friendship and social support (Bennet et al., 2002). So, the sought-after relationship outing for both parties in which trust, satisfaction and commitment are achieved is customer loyalty, as we briefly decompose, although a universal definition seems absent. Store loyalty for instance includes attitudes, purchase intentions and actual purchasing behaviour (Anic, 2006). Yet, brand loyalty is a biased response, expressed over time, by some decision-making unit, with respect to alternatives out of a set of such brands, as functioning of psychological processes (Jacoby & Chestnut, 1978). Intertwining, attitudinal loyalty is an attitude towards a brand, product or store (Jacoby & Chestnut, 1978) while behavioural loyalty conversely reflects to behaviour; past patronage in the identical store and the possibility of future repatronage (Ehrenberg in Yavas,2009). Per contra, Uncles et al. (2003) argued 3 conceptualizations of loyalty exist; loyalty as attitude leading to relationship; loyalty in terms of revealed behaviour and buying moderated by

characteristics and purchase situation of a consumer. Oliver (1997) combines all 3 aspects; loyalty is a deeply held commitment to re-buy or re-patronize a preferred product consistently in the future, causing repetitive purchase, despite situational influences and marketing efforts with the potential to cause switching behaviour. His suggestion deepens with a 4-stage model (e.g. cognitive, affective, conative and action) still functioning as an empirically relevant loyalty model today (Oliver,1997). Specifying, cognitive loyalty is persevered by offer information directed at costs and benefits. Expectancy confirmation in turn leads to creation of favourable attitude and satisfaction, in turn effectuating affective loyalty (Blut et al, 2007). Consumer satisfaction here is enhancement of overall quality of life by meeting of consumer needs, obtaining profits in return (Yi,1990). In turn, more substantial than affective loyalty is conative loyalty, accompanying desire to intend action (Blut et al, 2007). As Oliver (1997) argues, product loyalty in conative phase features consumer willingness to recommend a store, positive word-of-mouth and intention to repeat patronage. Consequently, positive purchase intentions can lead to habitual behaviour, in where the 3 previous loyalty states may result in readiness to act, combined with willingness to search (Blut et al, 2007). However, Reichheld (2003) shows it being the willingness of a customer to make an investment, or personal sacrifice, in order to strengthen a relationship. In this regard, if an object (gift or product in our research) meets customer's expectations, a form of attitudinal loyalty is shaped that leads to behavioural loyalty and ultimately to (re)purchase intentions. According to Hellier et al. (2003) loyalty measured by repeat patronage intention is a widely used construct in measuring customer loyalty. Interestingly, Hayes (2013) most recently discussed that while organizations view customer loyalty as a single item of measure, instead a multifaceted method with three types of loyalty is needed to provide a true picture of its propensity. To sum; retention loyalty measures a customer's likeliness to stay with the same supplier, advocacy loyalty measures willingness to recommend to others while purchase loyalty measures a customer's willingness to buy (more) (Hayes,2013) . In a nutshell and templating for our context, retailers seek affecting conative loyalty in purchase intention (hoping for increased considerations, willingness and likelihood of investing money in a product) as well as repatronage intention (hoping for increasing share of purchases, likelihood of renewal and word-of-mouth recommendations).

III Conceptual Framework & Hypotheses.

3. 1 Hypothesis

Loyalty Classifications

Lobb et al. in Dark & Chung (2005) suggests that consumers often view free gift offer frames as highly valuable. Reflection of Chapter 2 educates that gifting creates asymmetry in relationship, indebts the receiver, in turn obligating to reciprocate in the future (Mauss in Rus,2008), in turn an important determinant of satisfaction (Poe, 1977) influencing commitment (Walter et al,2000). To decompose, a positive debt for the supermarket by giving a free gift here in debts a customer with obligation to balance reciprocally. In turn, as free gift offer frames are perceived highly valuable, thus is the (then asymmetrical) relationship value, being satisfactory for loyalty commitment. First off, as abstracted in paragraph 2.7, we select two comprehensive key loyalty antecedents, purchase- and repatronage intention , as experiment dependent variable response classifications.

Main Experiments

To base our context, Dark & Chung (2005) showed that discount frames without any quality insurance can undermine deal value, contrasting free gifts communicated greater deal value. With this background, and the notion that satisfaction is derivative of loyalty, our main experiment is (**H1a+b** and **H2a+b**) to examine the effects of offer-type frames on pre-consumption loyalty intentions. As used by Darke & Chung (2005), we select three conditions: 1) offer without promotional claims b) offer with a discount (price promotion) and c) offer with a mass-gift commodity (gift promotion), enabling ability to compare by manipulation of offer-type

framing. Stemming from the former, we suggest that gift offer framings positively affect both loyalty intentions contrasting to both other offer-type frames, therefore we hypothesize for Purchase Intentions:

- **H1a:** *A free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, affect customer loyalty responses, has a higher positive significant impact on **Purchase Intentions** than on an offer frame without promotional claims.*

- **H1b:** *A free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, affect customer loyalty responses, has a higher positive significant impact on **Purchase Intentions** than on an offer frame with a discount.*

And for Repatronage Intentions:

- **H1b:** *A free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, affect customer loyalty responses, has a higher positive significant impact on **Repatronage Intentions** than on an offer frame without promotional claims.*

- **H2b:** *A free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, affect customer loyalty responses, has a higher positive significant impact on **Repatronage Intentions** than on an offer frame with a discount.*

Product Category Pairing Moderation

Continuing, there is absence of requirement for a gift attribute nor the product it is framed with, to be of any identical product category (d'Astous & Jacob, 2002). Yet, as Chandon et al. (1999) show, non-monetary promos are more effective for hedonic products than for utilitarian, conversely monetary forms are more effective for utilitarian products than for hedonic ones. To deepen, consumers find it more difficult to justify spending money on hedonic luxuries for themselves and therefore have a stronger need for and are more sensitive to promotions (Zheng & Kivetz, 2009). Resulting, with this background, we examine (**H3a** and **H3b**) the role commodity category-type framing plays in increasing or limiting effects of gift offer framing on pre-

consumption loyalty intentions. Stemming from the above, we suggest that within the framed gift offer condition, framed commodity category has a positive significant increase on the effect on both loyalty intentions. Therefore, we hypothesize for product category pairing:

- **H3a:** *Product Category Pairing has a positive significant moderating impact on the effect of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on **Purchase Intentions**.*

- **H3b:** *Product Category Pairing has a positive significant moderating impact on the effect of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on **Repatronage Intentions**.*

Attribute Value Communication Moderation

With a free-gift offer framing, consumers base quality judgements on the full price of the commodity without accounting for the value of the attributed gift, maintaining perceptions of quality and leading to higher perceptions of deal value (Darke & Chung, 2005). Contrasting, Reghubir in Darke & Chung (2005) argue that consumers underestimate true value of a gift when not explicitly stated, limiting overall value of the offer, thus importance to provide for a desirable free gift with value of the gift in the ad stated. Yet, when campaign objective is to trigger consumer appreciation, a gift should be direct, with minimum quantity to purchase and no value mention (d'Astous & Jacob, 2002). With background above, and appreciation as derivative of satisfaction, we examine (**H4a** and **H4b**) the role stated true gift attribute value information framing plays in inference effects of gifts on loyalty intentions. Stemming, we suggest that with a free-gift offer, framing stated true attribute value information has positive significant moderation on the effect on loyalty intentions.

Therefore, we hypothesize the following for attribute value information:

- **H4a:** *Attribute Value Communication has a positive significant moderating impact on the effect of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on **Purchase Intentions**.*

- **H4b:** *Attribute Value Communication has a positive significant moderating impact on the effect of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on **Repatronage Intentions**.*

Attribute Brand Selection Moderation

Connecting, negative price-quality inferences are most likely to occur when a framed brand name or seller are not well-known (Rao & Monroe in Darke & Chung, 2005), or when intrinsic cues for product quality are ambiguous or unavailable (Jacoby et al. in Darke & Chung, 2005). Also, generics danger in reducing recognisability and price perception, conversely brands tend to reduce risks in product quality and increases recognisability (Pruppers, 2008). We examine (**H5a** and **H5b**) the role of brand of a gift attribute framing in increasing or limiting effects of gifts on loyalty intentions. Stemming, assuming that within the gift-offer framings, those with a branded premium attribute have a positive significant increase on the effect on both intentions. Therefore, hypothesizing for attribute brand selection:

- **H5a:** *Attribute Brand Selection has a positive significant moderating impact on the effect of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on **Purchase Intentions**.*

- **H5b:** *Attribute Brand Selection has a positive significant moderating impact on the effect of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on **Repatronage Intentions**.*

Also, we examine for combining the **H4** and **H5** moderations, hypothesising for interaction:

- **H5c:** *Combined Attribute Value Communication and Brand Selection has a positive significant moderating impact on the effect of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on **Purchase Intentions**.*

- **H5d:** *Combined Attribute Value Communication and Brand Selection has a positive significant moderating impact on the effect of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on **Repatronage Intentions**.*

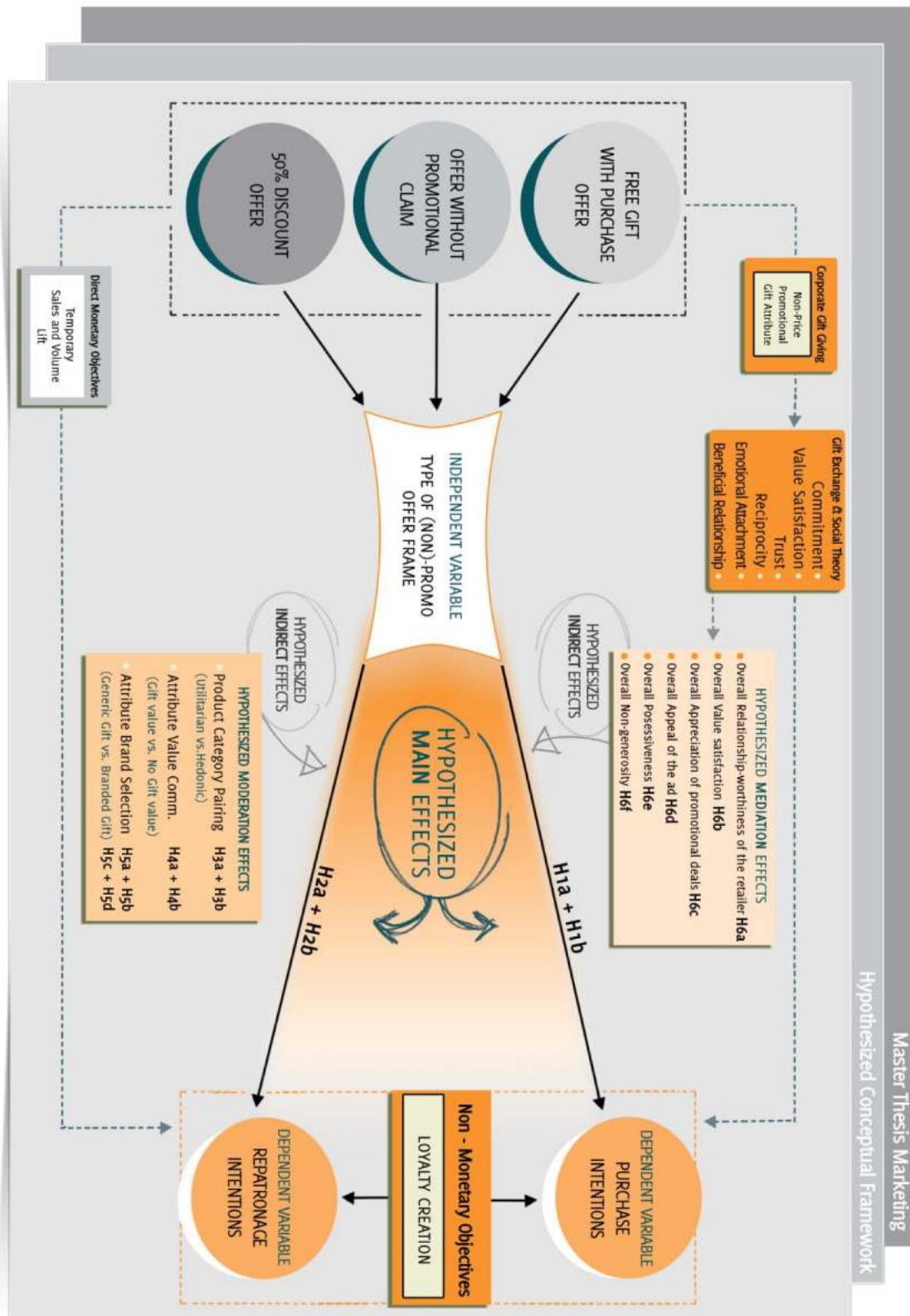
Attitude and Personality Trait Mediation

Lastly, since Chapter 2 already educated in gift relationship constructs, without further explanation we found the social halo around this phenomenon inhibiting key antecedent attitudes; commitment trustworthiness, value satisfaction, appreciation and appeal amongst others. Furthermore, another area recalled from Chapter 2 and thus of interest for gift giving were materialism traits, that Belk (1985) aspects as possessiveness, non-generosity and envy. Stemming, we can assume that within the gift-offer framings, all attitude and traits have positive significant increase on the effect on both intentions, we hypothesize:

- **H6a:** *Overall Relationship-worthiness of the retailer has a positive significant mediating impact on the effect of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on **Purchase Intentions and Repatronage Intentions.***
- **H6b:** *Overall Value Satisfaction has a positive significant mediating impact on the effect of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on **Purchase Intentions and Repatronage Intentions.***
- **H6c:** *Overall appreciation of promotional deals has a positive significant mediating impact on the effect of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on **Purchase Intentions and Repatronage Intentions.***
- **H6d:** *Overall Appeal of the Ad has a positive significant mediating impact on the effect of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on **Purchase Intentions and Repatronage Intentions.***
- **H6e:** *Overall Possessiveness has a positive significant moderating role on the effect of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on **Purchase Intentions and Repatronage Intentions.***
- **H6f:** *Overall Non-generosity has a positive significant moderating role on the effect of a free-gift type offer frame, in which a commodity purchase is directly attributed by a free non-price promotional mass-gift, on **Purchase Intentions and Repatronage Intentions.***

3. 2 Hypothesized Conceptual Framework

With notation that all above variables will be due for discussion in upcoming Chapter 5, we illustrate our conceptual framework as follows (sideways for convenience purposes):



4. 1 Experiment Design

In order to examine effects of mass-gift-commodity hybrid framings on loyalty intentions, while testing for validity of the set of hypothesis proposed, we conduct an online experiment. This try out, with consumers from ages 18 and up, alternates for what would be the ideal offline setting with tangibles, which was not possible here due to time- and budget limitations. Participants are projected a set of ad copies with actual visual of 1 of either products in neutral ambiance (bested with a (discount) price/gift value information and (un) branded gift framing). In depth, in self-designing the visualisations of the framings, that by its very nature lends for unlimited creativity, customization and thus manipulation, enables self-detailing of our concept into a reality duplicate pivotal in our study. To be able to harvest of data out of these visuals, we portray and accompany it within a custom-made online questionnaire. In doing so, it enables (to some extent) duplication of randomness, one-on-one privacy of the offline setting, through use of a pc.

Aimed at a useful data-laden database we select Qualtrics as our online distributor, by its ability to randomize (to avoid selection bias), assign surveys, customize ambiance (on which we elaborate upcoming) utilize internet potential and mobile compatibility(half of all Dutch consumers own a smartphone) (GFK Tele-Retail Report,2012). To elongate on analysis of our survey landscape, obviously trending is obsolescence, with over 50% of the population between ages 40-80 (CBS-Statline). Therefore, a youth-centric only approach would result a missed opportunity in validity. Ergo, in line with the concept of “age neutrality” by Stroud (2005) we create an “access friendly” ambiance accounting for physical condition and skillset of both the young and the

old. Since of focus in our survey is to experiment our concept through visual and Q and A, we skeleton scenario frames of which our ads are a direct representation (clarified in paragraph 4.3). As a result, a set of 12 scenario frames (e.g. 6 hedonic – 6 utilitarian) represent the offer-type framings (e.g. 2 without promo claim, 2 discount and 8 gift offerings), while 4 out of 8 of the gift offers respectively are attributed with a branded gift (conversely others a generic), with similar procedure for framing gift value information A tabled experiment clarification in text, including appendix reference, is situated below: (Note: an important supplementary scenario and conceptual framework intertwined visualisation is featured in Appendix II)

Master Thesis Marketing
Experiment Design

Offer and Attribute Frames						
	Offer-Frame	Commodity Category	Mass-Gift Value Info	Brand Mass-Gift	Ad in Appendix	
Experiment Scenario Conditions	1	No Promo	Hedonic	No	-	III
	2	No Promo	Utilitarian	No	-	IV
	3	Discount	Hedonic	No	-	V
	4	Discount	Utilitarian	No	-	VI
	5	Mass-Gift	Hedonic	Yes	Branded	VII
	6	Mass-Gift	Utilitarian	Yes	Branded	VIII
	7	Mass-Gift	Hedonic	Yes	Generic	IX
	8	Mass-Gift	Utilitarian	Yes	Generic	X
	9	Mass-Gift	Hedonic	No	Branded	XI
	10	Mass-Gift	Utilitarian	No	Branded	XII
	11	Mass-Gift	Hedonic	No	Generic	XIII
	12	Mass-Gift	Utilitarian	No	Generic	XIV

4. 2 Procedural Execution

To note, contents and aim of our research or scenario assigned was in no way ventilated to suspects up front to avoid bias, preconceived answers or incompletes. While our survey method compromises in supervision, we aimed at keeping respondent-interaction to a strict minimum; all interaction with potential respondents separate, private and converged on individual, voluntary participation, while monitoring for repeat participants through Qualtrics' IP-scan feature. As eventual execution through basic e-mail, all respondents are asked friendly 5-10 minutes of their time, being simultaneously provided a hyperlink transferring to a

location that features a randomly assigned questionnaire (a duplicate of our e-mail in English/ Dutch is located in Appendix XVa+b respectively), featuring a participants' consent (a duplicate in English/Dutch is located in Appendix XVIc+d), where after the questionnaire funnel starts first with demographics (and ends with demographics). Next up, as Pruppers' (2008) model of Hierarchy of Advertising Effects argues, a consumer buyer goes through 5 steps (e.g. Awareness > Knowledge > Liking > Preference > Conviction) before actual purchase. Added, Lutz (1985) shows that impact of attitude towards an ad is largest directly after perceiving it. With this background, in turn, a large visual of a randomly assigned frame representation is projected, for a mandatory evaluation minimum of 10 seconds first, before continuation, where after the block with the questions of special interest is directly projected. Last, in addition, a miniature version of the assigned outing is repeated throughout the entire special interest module sequence.

4.3 Advertisement Framing

Characterising these visuals is the notion of aiming a professional image with "print-media" aura that simulates the cognitive feel of such visuals used in advanced retailing. Plus, oozing the recognisability and reliability of a common circulatory supermarket "discount" media-outing. Explicit, our ads need to look equal in essence; layout persuasiveness, appeal, affective focus, design and colouring. At present, Albert Heijn (Ahold) is the largest, most dense, most history-rich and most recognisable supermarket chain in our country context. Their extensive "discount" magazine (e.g. "Bonus") is weekly circulated nation-wide, sporting a consistent, patented design. We benefit in leverage for existing brand equity and awareness, by advantaging customer acquaintance to this design "feel", while creating an everyday "fit" with our stimuli. Deeper, benefit of its framing emphasises the essence of our scenarios (and thus our experiment), while increasing processability and simplicity for respondents to explore the ad. Ambivalently, full uniform duplication might blur up-front response in (negative or positive) brand associations and emotions towards AH that jeopardize info absorption. Also, invigorating a uniquely patented design might intervene overall practicability of our experiment findings and our goal is sole to simulate a rationally advanced-retail ambiance. To strike the golden mean, we duplicate AH's "Bonus" design, correcting for, and sans brand recognisable features such as

logo and trademark colouring. To distinct for our conditional frames, we add a custom instructive (discount) sticker design (as used in advanced retailing) and real-life generic and branded gift objects (clarified in 4.6) to the basic design respectively. Lastly, as Pruppers (2008) argues, rational appeals are most effective for our context, since our respondents' willingness to buy is highest when participation is voluntarily. Stemming, our conative-oriented approach lines with Pruppers' (2008) Hierarchy of Advertising Effects model, best for facilitating individuals intentions. All framed ad visuals are featured in Appendices III through XIV.

4.4 Commodity Framing

Our experiment, and thus our ad, regresses a need for selecting adequate commodity category stimuli. In so we select 2 Mass Fast Moving Consumer Goods clearly distinct of nature for proper moderation (e.g. Hedonic (A) and Utilitarian (B)). Hirschman and Holbrook (1982) argued that hedonic products provide experimental consumption and fun, contrasting, utilitarian products are cognitively driven and accomplishing functional and instrumental tasks (Strahelevitz & Myers, 1998). Conforming to Dhar & Wertenbroch (2000), we select either being superior in one end of the utilitarian or the hedonic dimension respectively. Aimed at avoiding brand or generic attitudes, use of entirely non-branded generic stimuli was examined. However, FMCG preferences basis on emotions, accompanied low levels of involvement (Solomon, 2004). Also, the danger in generics is reducing recognisability and price perception, contrasting a branded stimuli reducing risks in product decisions and increases recognisability (Pruppers, 2008). With this background, conform Dhar & Wertenbroch (2000), we select a shampoo as utilitarian product frame, stimuli A is a 1L. bulk bottle of Head & Shoulders Classic Clean Unisex Shampoo (Appendix Ia), grossing in the price range of in between 6.50 to 7.50 euro's; inhibiting purely utilitarian attributes. More explicitly, it is of a mature, international A-brand operating under the Proctor and Gamble umbrella, synonymous for quality in personal care while having mass appeal and being of mass production- and availability around the globe. A similar reasoning process for recognisability was used for our hedonic framing. Crowley (1992) and Dhar & Wechenbroch (2000) showed chocolate candy bars were almost superior in hedonic attributes on their product map. In line, we select a M&M Peanut flavoured bulk bag of chocolates weighing 1 kilogram (as 1KG equals 1L.), equally grossing in

the price range of 6.50 to 7.50 euro's, as our hedonic stimuli (Appendix Ia). This A-branded commodity, operating under the international MARS umbrella has similar mass appeal, production and availability, being synonymous for pleasure full, quality chocolates. To conclude, we vigorously explored reliability of selected commodities being subject to promotional activity. Examination of on- and offline media on a systematic basis for several months before the experiment, found both selections are regularly subjected to such activity.

4. 5 Price and Value Framing

Darke & Chung (2005) showed price discounts as common form employed while Urbany in Darke & Chung (2005) found discounts to have positive framing effects on price perceptions and deal value. To continue and in line with, we select a discount (50%) as it is a threshold tool used in and for the mass, integrated in Dutch retailing. Notably, we aim at easy process ability without intense calculation needed in the narrow time-slot of reading, thought and decision-making. Adopted commodities grossed in between the price-range of 6.50 euro's - 7.50 euro's, a zone carefully selected on its ability to duplicate a reasonable, easily process able offer (e.g. 7.00 euro's consensus). Resulting, the discounted offer values 3.50 euro's, with both these benchmarks, a simultaneous interlude for a credible premium selection is set equal to a monetary of 3,50 euro's. This value is conform Beltramini's definition of a business gift, being between \$5 and \$25 of value (Beltramini, 1992)

4. 6 Mass-Gift Framing

In manipulating and framing the brand name of the gift attribute, we regress the need of selecting 4 objects of identical pricing (e.g. 3,50 euro's), avoiding possible monetary gains between conditions. Simonson et al.(1994) showed that consumer preference decreased with unattractive gift frames, because consumers thought they were paying extra for an unwanted gift attribute. Also preceding, d'Astous & Jacob (2002), according to some authors (Hiam,2000 ; Rossiter & Percy, 1997), one fundamental element is "integration" of a gift attribute with a brand's positioning. Aaker & Keller (1990) also discuss this "fit" between 2 product classes in relation to a brand extension. Last, d'Astous & Landrevill (2003) argue that attractiveness of a premium positively impacts appreciation of an offer frame; conversely, this offer with an unattractive

premium was evenly positively evaluated, while being perceived as less manipulative if a good fit to the product. With this background, our procedure pursues for a “fitted integration” with our (branded) stimuli and visual, on par with past promotional framings. Otherwise, a possibility of creating an implausible offer, in which memorisation and information procession is jeopardized, in turn lead to incompletes and early drop outs. To continue, in order to manipulate for brand name of the free gift attribute, Raghurir (2004) offered either a unbranded keychain or a branded “cross-pen” keychain. To deepen, exploration of reality educated that MARS uses a wide array of promotional framings for M&M’s containing mass-gift attributes (e.g. cinema tickets, soccer balls and hats) practical of nature. Similar procedure for Head & Shoulders found that its outings overall were delayed gift attributes of experiential nature (e.g. day-out-activity offers), delayed free premiums (samples or refund offers) or sporadically direct premiums (extra product free). Their “health” positioning of the brand and its premiums hampers our selection process in an equally comparable “fitted” representation that contrasts the hedonic framing, while matching the invigorated context of hybridization. Conversely, we balanced importance in avoiding difference in visual appeal (e.g. practical use, fabric and object size). All even in line with Raghurir (2004), we select 2 plastic key chains equal of size representing our branded mass-stimuli framing (e.g. a Head & Shoulders miniature replica, a green M&M figure (both features in Appendix Ib)). Similar and comparable key chains by competitors converted estimates (i.e. on E-bay, Amazon and the M&M’s World online) that represent the monetary value of 3,50 euro’s mandatory for the experiment. A similar procedure of key chains for our unbranded attribute stimuli, with both brand image focus taken into account, resulted in 2 colour-customizable (for matching the branded key chains) blank Rubik’s cubes of 3,50 euro’s, as at selected online stores Cube4You and Puzzleproz.

5.1 Introduction

All valid and reliable assessed scales employed in this study are either duplicated or adapted from existing scales out of the Marketing Scales Handbook Volume IV by Br uner (2009) and The Handbook of Marketing Scales by Bearden et al. (2011) to suit the present context, therefore all separate scholars upcoming will not be referenced. All scale constructs and question numbers, listed in questionnaire sequence in Appendix XVII (question numbers are directly mentioned in upcoming headlines for convenience), were measured using 5, 7 multiple item-scales or 7-point semantics.

5.2 Independent Variables

The independent variables in our study is the distinct in type of offer framings (no promo, discount and free gift) provided to consumers in a retailing setting as it constitutes the manipulative construct in the experiment.

5.3 Demographic Variables (Q1- 4, Q23-26)

Our entire measurement construct uses the “funnel” approach, with our first question module starting off with broad general interest, questions that create involvement. We selected surveying respondents for respectively *gender*, *age*, *nationality* and *marital status*, in the first question block as well as *city of residence*, *education level*, *number of family members in household* and *household income* in the final block.

5.4 Dependent Variables

Purchase Intentions (Q5, Q6, Q7)

We aimed at two scales that covered as many aspects of loyalty as possible in one scale, ranging from consumer willingness to recommend a store, positive word-of-mouth and intention to repeat patronage amongst others. Therefore, for purchase intentions we select a 5 item 7-point Likert scale ($\alpha = .92$, while unidimensional valid), referred to as *purchase intentions* or *willingness to buy*; measuring consumer likelihood of buying a product he or she is knowledgeable of by Grewal et al. (1998).

Repatronage Intentions (Q8)

Intended for assessing likelihood of continuing to use an object, patronaging and repatronaging it, we select a development by Bolton, Kannan and Brammlett (2000). Being measured by 3 items all ranging from “very unlikely” to “very likely”, ($\alpha = .69$).

5.5 Manipulation Check (Q9)

Assessing the likelihood of our respondent’s perceiving product features as intended, we insert a manipulation check measuring for hedonic and utilitarian consumer attitudes. We select 1 out of 12 composed scales by Spangenberg et al (1997), with a 7-point semantic differential scaling fun/functional (full scale had a reliability α of .91, with average variance of .47)

5.6 Control Variables (Q10 – 12, Q7)

Assessing likelihood of respondent’s past experience with our particular product, we control for this effect by inserting a variable for product specific purchase frequency. This scale measures 3 7-point items, developed by Dahl et al. (2001) (reliability α of .80, with unidimensionality per factor analysis). Also, Dellaert et al (1998) argue consumers prefer combining purchase of multiple products in 1 trip to reduce overall travel costs. For instance in agricultural context, Eastwood in Francis et al. (2007) assess customer’s willingness to travel to farmers markets increase with number of visits to on-farm outlets. We aim at controlling for such effects with

a one-item assessing the willingness to travel distance in metres from 0 to 5000 on a 7-point Likert.

5.7 Attitudinal Variables

Overall Relationship-worthiness of the Retailer (Q13)

First, focussing on the perceived friendliness of a (service) provider by a client, we adapt 7-point item *Friendliness of the Retailer*, by selecting a single scale item out of by Price and Arnould (1999) (full scale had a reliability α of .85, with unidimensionality). Second, *Overall Investment* assesses the degree to which a customer perceives our “store” makes serious efforts to strengthen and improve relationship with its customers. We select a 7-point one-item scale out of the one-dimensional and discriminant valid scale by De Wolf et al (2001) (full scale reliability α = .92 for food stores). Thirdly, we measure investment made by a retailer in its relationship with customers, emphasising customers’ belief that he provides something extra in exchange for their loyalty in *Relationship Investment*. This one-selection of the 3 7-point items by De Wolf et al (2001) (reliability α for food stores of .87, unidimensional valid).

Fourthly, we assess the degree to which a customer feels he/she has a good relationship with a retailer and is thus satisfied *Relationship Satisfaction*. This one-selection of the 3 7-point items by De Wolf et al (2001) (reliability α for food stores of .76, unidimensional). Fifthly, since trust is a key component in (corporate) relationships, we assess a customers’ belief in a retailer’s reliability and integrity with *Trustworthiness of the Retailer*, a one-selection of the 3 7-point items by De Wulf et al (2001) (reliability α for food stores of .83, unidimensional). Sixthly, we select one item of *Commercial friendship perception* by Price and Arnould (1999) intended at measuring the extent to which a client in a professional relationship considers the provider to be a friend (full scale reliability α of .94). Lastly, we assess customer’s desire to continue a retailer relationship and willingness to sustain the relationship over time as one-item out of the items for *commitment to retailer* by De Wulf et al. (2001) (full scale had a composite for Dutch food stores with reliability α of .75 and unidimensional)

Overall Value Satisfaction (Q14-Q19)

For assessing a customer's attitude about the pricing of a product offering in a store we select *attitude towards product price* by Manning et al. (1998), featuring 3 7-point semantic differentials (α of .93, no reported validity). Second, we assess a 4 item, 7-point Likert as *Value (Economic)* for utility derived perceived economic value of a product during the decision process by Sweeney and Soutar (2001) (α of .91 and undimensional reliability). Thirdly, in assessing general attitude about a specific sales promotion device a consumer is familiar with, we use *overall attitude toward the sales promotion*, a 3-item scale by Chandon et al. (2000) (α of .83, no validity reported). To conclude, a consumers' opinion of how good a deal is for our product at our price, we use *Offer Value*, a 6-item scale by Grewal et al. (2000) (α of .90, unidimensional reliable).

Overall appeal of the ad (Q20)

In assessing respondents' attitude toward advertisements, we insert the 5 item 7-point scale by Lee and Mason (1999), of *overall attitude towards the ad* (reliability α of .91, no reported validity).

5.8 Personality Trait Variables

Overall appreciation of promotional deals(Q21)

Assessing consumers' enjoyment of sales promotional deals and tendency to buy products associated with such offers in general (general deal proneness), we insert an 8-item scale by Lichtenstein et al. (1995), as *involvement in sales promotional deals* (full scale reliability α of .91 and undimensional)

Materialism (overall possessiveness/overall non-generosity) (Q22)

Assessing consumers' personality trait for materialism, we adapt a scale by Belk (1984) with 3 subtraits of materialism: envy, possessiveness & non-generosity. We select 9 5-point Likert items important for our context ($\alpha = 0.68, .0.82$ and 0.80 for the 3 subtraits).

6.1 Data Collection

An online questionnaire total of 315 consumers of various ages were asked their participation, of which 291 responded. After boxplots and univariate outlier analyses, we found no scores being beyond a z-score of 3.29, so no outliers could be detected. We did accept questionnaires that were incomplete, resulting in deletion, which was bounded by either a blank to only demographics; all cases containing special interest data were considered valuable and thus kept with missing values. After deletion of 34 incomplete questionnaires our final database consisted of 257 usable cases setting our total rate of completion at 89%, completing our objective in harvesting 20-30 respondents per scenario for a moderately representative sample.

6.2 Sample description

All 257 respondents were adult consumers, of Dutch nationality, of which 50% is living in Alphen aan den Rijn, and both 10% in either Amsterdam or Rotterdam. As aimed, they were more or less equally split on gender (men/42,4% and women/57,6%) while age varied between 18 to 70 or older with mean of 42.3. To continue 62,6% of the respondents were married individuals, with 26,1% being single, while 40,5% of the participating households consist of 2 individuals. Most respondents were highly educated; 56,8% a University degree, 37,7% a College degree while 39,7% of them having a household income of over €40.000. In comparison with Dutch census data, participants were more educated and had a higher income than average.

6.3 Reliability and Item Reduction

Validity measurements were already performed by cited research. After coding to solo items, we subjected our two dependent variables for reliability analysis. Cronbach's alpha estimates equal to .853 for purchase intentions, while deletion of the buying consideration item would result in an estimate of .886. However, since this item is a derivate loading high on price, which tend to influence high overall, we decided not to delete the item. Cronbach's alpha estimates equal to .903 for repatronage intentions, being the highest possible estimation. Both values are well above the limit of .700 and are very close nearing 1, resulting in that both of our dependent variable measures are of extremely high reliability as our descriptors for loyalty intent.

Then, all attitudinals were subjected to factor- and principal components analyses with use of Varimax rotation, aimed at purposing item reduction. We procedure with the first subject as an example (featured under E in Appendix XVIII), while the rest is written out. We start with the subject for attitudes related towards value/offer/pricing. After the possible highest ($\alpha = .963$), scale reliability and scree plot analysis emerges in 2 factors $EV > 1$ [EigenValue 10.46, 1,502 ; explaining for 65,4% and 9,39% of the variance; Kaiser-Meyer-Olkin (KMO) estimate = .938 and Bartlett's Test as significant (0.00)]. In turn, after Varimax, the rotated component analysis shows all but one loading high on the first factor, while only one barely on the second. Since both items are very similar (bad/good vs. favourable/unfavourable) we select only the first component ("Pricing of this product is bad/good") for our analysis, we interpret as *"overall value satisfaction"*.

Next up, for attitudes towards the promotional deal we found that Cronbach α estimates when the 5th item was to be deleted (I'm usually not motivated to respond to promotional deals on products), would up from .836 to .917, therefore we terminate this item. Analysis found 1 factor as principle component ("I enjoy a brand that is on deal") as representative {KMO .885; Bartlett's significant (0.00); eigenvalue of 4.67, 67,1% of the variance], interpreted as *"overall appreciation of promotional deals"*. Lastly for attitude towards the ad, we found that α estimates when the first item (I dislike the ad) was deleted the estimate upped (.783 instead of .072), again deleting this item. Now, one principle factor ("This ad is appealing to me") was representative [75 % of

the variance, $EV=2,98$, $KMO = .765$ and Bartlett's significant (0.00)], we will interpret as *"overall appeal of the ad"*. Next up, for attitude towards retailer relationship, which are technically 7 one-item scales, we aimed a possibility in working with like a one multi-item scale and found that, after the possible highest ($\alpha=.913$), we could extract 1 factor being principle ("The retailer that is having this offer gives me a trustworthy impression") with eigenvalue 4.6 (eigenvalue >1), explaining for 66 per cent of total variance. The acceptable Kaiser- Meyer- Olkin (KMO) estimate was equal to .891, with Bartlett's Test significant (0.00), therefore fully representative. As a result we interpret this factor as *"overall relationship-worthiness of the retailer"*.

To conclude with our personality trait, materialism, factor analysis with Varimax, 3 factors of the 9 selected had an eigenvalue >1, with 5 items loading high on the first factor ("I tend to hang on to things I should probably throw out") and 4 loading high on the second ("I get very upset if something is stolen from me, even if it has little monetary value") [KMO .638, Bartlett's significant (0.00), $EV= 2.26$ and 1.31 respectively, counting for 24,7% and 14,78% of the variance respectively]. We interpret the first measure as *"overall possessiveness"* and the second as *"overall non-generosity"*, analysing both as distinct possible mediators.

6.4 Objective Descriptors

All promotional offers were coded using objective descriptors: gift promo (1) versus price promo (2) versus non-promo (3); promotion (1) versus non-promotion (0); gift (1) versus no promotion (0) and gift (1) versus discount (0) in order to be able to compare conditions. Similarly, for category in hedonic (1) or utilitarian (0); value info (1) yes or no (0) and brand of premium in branded (1) and generic (0).

6.5 Manipulation Check

In verifying if participants correctly ID prod. category shown we had included control Q9. Analysis found the vast majority correctly identifying the one conditioned [hedonic = 70%; utilitarian=78%, $X^2(2)=11,48$, $p<0.005$].

6.6 Controlling for Bias Effects

Our experiment subjects specific products, therefore we decided assessing for possible consumer product experiences with purchasing these specifically, that could lead to different results and conclusions. Ruling out the possibility of such a “product experience effect”, we did include 3 control survey questions (i.e. 10; 11; 12) assessing for “(product specific) purchase frequency” measures. However, ANOVA analysis found all item p -values (.692; .750; .393) as insignificant ($p < .05$). In general, no significant difference across purchase frequency is tested, so here, experiences with the product do not make a difference for our offer-types experimented. An additional attempt in controlling for possible “combined purchase for multiple products to reduce overall travel costs” effects, we included 1 survey question assessing “willingness to travel” distance measured in kilometres. ANOVA found the item value (.291) as insignificant ($p < .05$), resulting in no significant difference for willingness to travel, implicating that such experiences do not make a difference in our experiment.

6.7 Hypothesized Effects

A selection of output outings with highlighted estimates of significance to reporting our results and demonstrating methodology used in paragraphs A, B, C and D are featured in Appendix XVIII.

A. Main Effects

Purchase Intentions

In order to test for hypothesized main effects in comparing groups we performed One-Way ANOVA statistical tests. To start, in our first 2 hypotheses (**H1a+b**), all offer frames combined represent the Indep. Variable, regressed by purchase intentions. Estimates show that both the intentions of the discounted offer group as well as the offer frame without promotional claims were higher than the gift offer group. More concrete, One-Way ANOVA analysis before and after post-hoc estimated following group means: [$M_{\text{nopromo}} = 3,00$ vs. $M_{\text{gift}} = 2,703$]; [$M_{\text{price}} = 3,1805$ vs. $M_{\text{gift}} = 2,703$]; and [$M_{\text{price}} = 3,1805$ vs. $M_{\text{nopromo}} = 3,00$], while our ANOVA estimates show the differences to be significant at $\alpha = .05$ ($p = .047$). Stemming from the above and interpreting the means plot; since the group purchase intentions for no promo ($M_{\text{nopromo}} = 3,00$) and discounts

($M_{\text{price}} = 3,18$) are higher than for gift promotion ($M_{\text{gift}} = 2,70$), the gift offer does not have a higher positive significant effect on purchase intentions compared to the control offer and the price promotional offer, therefore significantly rejecting both **H1a** and **H1b** with $[F(2,252) = 2,589 ; p = 0.47]$.

Repatronage Intentions

The same procedure used for repatronage intentions found statistical significance at $\alpha = .05$ ($p = .049$), although it is near insignificance. Comparing the means gave similar, but less distinct, results in that both the no promo as well as the discount offer framings had higher intent for repatronage than the gift offer group. Explicit: $[M_{\text{nopromo}} = 2,03$ vs. $M_{\text{gift}} = 1,83]$; $[M_{\text{price}} = 2,087$ vs. $M_{\text{gift}} = 1,83]$; and $[M_{\text{price}} = 2,087$ vs. $M_{\text{nopromo}} = 2,03]$. Similarly as above, we also significantly reject both hypothesis **H2a** and **H2b** with $[F(2,253) = 1,771 ; p = .049]$. Concluding, both estimates and inferences positively cement our experiment as a valid representation of practice, since we show price promos to be highest in effectiveness compared to other offer types, as is robustly established by much economic literature on the topic.

B. Moderating Indirect Effects by Product Category Pairing

Continuing, to test for **H3a** and **H3b** we conduct a 2x3 factorial designed GLM UNIANOVA computed regressing for category pairing distinction. First, partial eta squared estimates for type offer (.019), category (.011) and interaction (.003) found the latter 2 effects medium in size ($0.02 < \eta^2 < 0.13$), while the first is large in size (> 0.13). In turn, examination of F ratios at $\alpha = 0.5$ indicated no statistically significant main effects for offer type $[F(2,249) = 2.373, p = .095]$, category distinct $[F(1,249) = 2.739, p = 0.99]$, nor for interaction of category distinction by offer type $[F(2,249) = .331, p = .718]$ already suggesting no moderation present. Further, group mean estimate comparison within the type-offers found: $[M_{\text{giftutil}} = 2,45$ vs. $M_{\text{gift hedon}} = 2,9738]$; $[M_{\text{priceutil}} = 3,00$ vs. $M_{\text{price hedon}} = 3,36]$; and $[M_{\text{nopromoutil}} = 2,9111$ vs. $M_{\text{nopromohedon}} = 3,076]$. These show affecting variance of the hedonic category as superior to the utilitarian product values at α level within the indep. t-test, with Levene's Test estimation as significant ($p = .048$). As final step, examination of the interaction plot to cell means showed the slope of lines not crossing and relatively parallel, signifying the absence of moderation with enough

statistical power. As result, no follow up simple effects analysis is mandatory. Abstracting, while use of the hedonic category with a type offer is superior in significant effectiveness towards purchase intentions, the distinct in product category itself is no positive significant moderator in the main effect wherefore we can significantly reject hypothesis **H3a**.

Continuing, for testing **H3b** partial eta squared showed for type offer (.013), category distinct (.009) and interaction (.001) that all effects medium in size ($0.02 < \eta^2 < 0.13$). In turn, F ratio results indicate no statistical powered main effect for offer type [$F(2,250)=1.609, p=.202$], category H_U [$F(1,250)=2,739, p=0.99$], nor for interaction [$F(2,250)=.137, p=.872$], again suggesting absence of moderation. Next, mean estimate comparison found: [$M_{giftutil} = 1,74$ vs. $M_{giftedon} = 1,91$]; [$M_{priceutil} = 2,00$ vs. $M_{pricehed} = 2,16$]; and [$M_{nopromoutil} = 1,85$ vs. $M_{nopromohedon} = 2,19$]. These similarly show affecting variance of hedonics as superior to functional products, however here Levene's Test in the t-test resulted in insignificance at α level ($p=.609$). Lastly, profile plots showed partly parallel similar, never crossing ordinal slopes thus absence of significant interaction, terminating simple effects analysis. Stemming, while use of the hedonic category with a type offer is insignificant superior in effectiveness towards repatronage intentions, the distinct in product category itself is no positive significant moderator for the effect between type offers and repatronage intentions, wherefore we significantly reject **H3b** as well.

C. Moderating Indirect Effects by Brand- and Stated Value Distinct

Testing for **H4a+b** and **H5a+b+c+d**, we again procedure with GLM UNIANOVA, now only to delete the type offer independent variable in this case, since both mediations only subject to the free gift offer with attribute condition. First, for purchase intentions in **H4a, H5a+c**; partial eta squared estimates for Valueinfo (.015), Interaction (.019) and Branded_Nonbranded (0.01) and found the first 2 effects are large, while the 3rd is small in size. For mean comparison we found for no value stated [$M_{novaluetil} = 2,747$ vs. $M_{novaluehedon} = 2,5268$] and for value stated [$M_{priceutil} = 2,742$ vs. $M_{pricehed} = 2,78$], effecting variance of the hedonics as superior to the utilitarian if value is stated and conversely utilitarian is superior when no value is stated. Yet, examination

of F ratios by comparing to α level indicated statistically significant main effect for value_info [$F(1,174)=.398$, $p=.043$] and indirect effect for the interaction variable [$F(1,174)=.435$, $p=.048$]. However, the main effect for brand distinct was estimated insignificant [$F(1,174)=.212$, $p=.646$]. Lastly, examination of the interaction plot to cell means showed crossing, illustrating mediation is present. Derived from all above, within the gift offer category by repatronage intentions, we found the branded gift as superior in effectiveness while used with its value information stated. Conversely, without value information stated, the generic product estimates higher mean value. Also, stated value information of the gift has significant positive moderating effect on the main relationship, as well as the interaction with the 2 combined. Therefore, our estimates accept both **H4a + H5c**. However, the effect of distinct brand of gift has no positively significant moderating effect on the main relationship, therefore we must reject **H5a**.













Now, for repatronage intentions in **H4b, H5b+d**; partial eta squared estimates for Valueinfo (.008), Interaction (.000) and Branded_Nonbranded (0.01) and found the first as a large effect while the latter as no or small sized effects. Mean comparison found no value stated [$M_{\text{novalueutil}} = 1,717$ vs. $M_{\text{novaluehedon}} = 1,772$] and value stated [$M_{\text{priceutil}} = 1,8741$ vs. $M_{\text{pricehed}} = 1,95$], overall again effecting variance of hedonics for both groups described. Examination of F ratios indicated no effects statistically significant; value_info [$F(1,174)=.1,367$, $p=.244$]; brand distinct [$F(1,174)=.216$, $p=.642$]; interaction variable [$F(1,174)=.007$, $p=.933$]. Lastly, the interaction plot showed no crossing and parallels, again illustrating absence of moderation. Stemming, we found the branded gift as superior in effectiveness while used either with or without value information stated, although none of the tested indirect effects are positively significant moderators, rejecting hypotheses **H4b + H5b+d**.

D. Mediating Indirect Effects by Attitudes and Personality Trait

Overall relationship-worthiness of the retailer

To test for mediation, we start robust analysis through 3-step regression by Baron and Kenny (1986), which we illustrate by testing hypothesis **H6a**. Step 1, we estimate a in $M=aX$ by regressing the independent (X) on the mediator (M); estimates found insignificance at $\alpha=.05$ [$\beta=.026, p=.848, USE_a = .133$]. For step 2, we estimate c in $Y=cX$, regressing the independent (X) on the dependent variable (Y); estimates again found insignificance at $\alpha=.05$ [$\beta=.199, p=.073, USE_c = .111$]. As step 3, we estimate b and c' in $Y=c'X + bM$, regressing the mediator (M) and the independent variable (X) on the dependent variable (Y); estimates for b at $\alpha=.05$ found [$\beta=.326, p=.000, USE_b = .050$] and for c' at $\alpha=.05$ found [$\beta=.207, p=.048, USE_{c'} = .104$].

Evident, the total effect c (.199) increases ($c'=.207$) when the mediator is introduced in the model, suggesting already no mediation. Important, this method requires for 3 conditions to be met; a, b, c and c' all have to be significant and unequal to 0. Since a and c were already insignificant, we found no mediation via this method. In turn, we compute a Sobel (1982) test with earlier estimated a, b and USE_a and USE_b ; $S = .195$ [$SE = .043; p=.85$], showing insignificance (S value should be $>1.96, p=.05$) and thus no partial or full mediation. As final security, we run a multiple regression and interpret Preacher & Hayes' (2004) method of interpreting bootstrapped 95% confidence intervals for inference about indirect effects; LL95CI (-0,0806) and UL95CI (0,0918) shows the interval containing the value 0, a criterion for no mediation. Abstracting, our methodology found no mediation for "*relationship worthiness of the retailer*" on the main relationship by purchase intentions, already partially rejecting **H6a**. Continuing, for convenience purposes we illustrate all remaining estimates in the figure on the next page. Green results represent significant/method estimate requirements met, conversely red coloured are insignificant/ unmatching. In the 2nd column, a green thumbs up (accept) or red thumbs down (reject) symbolizes for hypothesis testing (1st column). Highlighting the most important, we found we need to reject all but one hypothesis. The one accepted hypothesis is **H6b** for both purchase and repatronage intent, resulting overall value satisfaction as significant mediator in the main effect of gift offers on intentions.

Reject or Accept	DV	Baron & Kenny $p < .05, \beta \text{ value} > 0$				Total Effect	Sobel Svalue > 1.96 p = .05	Preacher & Hayes interval no 0-value	
		a	b	c	c'			LL95CI	UL95CI
H6a	 Pur. Int.	$\beta = .026, p = .848$ USEa = .133	$\beta = .326, p = .000$ USEb = .050	$\beta = .199, p = .043$ USEc = .111	$\beta = .207, p = .068$ USEc' = .104	↑ increase c(.199) c'(.207)	S = 0.195, p = .85 SE = .043	-0,0806	0,0918
	 Rep. Int.	$\beta = .026, p = .045$ USEa = .133	$\beta = -.294, p = .013$ USEb = .117	$\beta = .127, p = .004$ USEc = .078	$\beta = .139, p = .074$ USEc' = .077	↑ increase c(.127) c'(.139)	S = 2.51, p = .011 SE = .0059	-0,0554	0,0672
H6b	 Pur. Int.	$\beta = .626, p = .000$ USEa = .142	$\beta = .290, p = .000$ USEb = .047	$\beta = .199, p = .043$ USEc = .111	$\beta = .016, p = .042$ USEc' = .98	↓ decrease c(.199) c'(.016)	S = 3.58, p = .0003 SE = .00016	0,0815	0,2817
	 Rep. Int.	$\beta = .626, p = .000$ USEa = .142	$\beta = .181, p = .000$ USEb = .033	$\beta = .127, p = .004$ USEc = .078	$\beta = .015, p = .049$ USEc' = .078	↓ decrease c(.127) c'(.015)	S = 3.43, p = .0002 SE = .0005	0,0478	0,1794
H6c	 Pur. Int.	$\beta = -.074, p = .549$ USEa = .123	$\beta = .140, p = .025$ USEb = .062	$\beta = .199, p = .043$ USEc = .111	$\beta = .250, p = .033$ USEc' = .117	↑ increase c(.199) c'(.250)	S = 2.11, p = .034 SE = .0027	-0,0484	0,0277
	 Rep. Int.	$\beta = -.074, p = .549$ USEa = .123	$\beta = .092, p = .039$ USEb = .044	$\beta = .127, p = .004$ USEc = .078	$\beta = .147, p = .079$ USEc' = .083	↑ increase c(.127) c'(.147)	S = 1.97, p = .048 SE = .0024	-0,0320	0,0185
H6d	 Pur. Int.	$\beta = .124, p = .377$ USEa = .140	$\beta = .437, p = .000$ USEb = .044	$\beta = .199, p = .043$ USEc = .111	$\beta = .201, p = .078$ USEc' = .097	↑ increase c(.199) c'(.201)	S = .88, p = .037 SE = .188	-0,0690	0,1744
	 Rep. Int.	$\beta = .124, p = .377$ USEa = .140	$\beta = .296, p = .000$ USEb = .031	$\beta = .127, p = .004$ USEc = .078	$\beta = .132, p = .146$ USEc' = .069	↑ increase c(.127) c'(.132)	S = .009, p = .99 SE = .496	-0,0455	0,1190
H6e	 Pur. Int.	$\beta = -.049, p = .599$ USEa = .094	$\beta = .239, p = .043$ USEb = .118	$\beta = .199, p = .043$ USEc = .111	$\beta = .203, p = .434$ USEc' = .081	↑ increase c(.199) c'(.203)	S = -.50, p = .61 SE = .306	-0,0232	0,174
	 Rep. Int.	$\beta = -.049, p = .599$ USEa = .094	$\beta = .130, p = .119$ USEb = .083	$\beta = .127, p = .004$ USEc = .078	$\beta = .202, p = .965$ USEc' = .057	↑ increase c(.127) c'(.202)	S = -.49, p = .62 SE = .31	-0,0121	0,118
H6f	 Pur. Int.	$\beta = .059, p = .322$ USEa = .059	$\beta = .235, p = .048$ USEb = .118	$\beta = .199, p = .043$ USEc = .111	$\beta = .201, p = .836$ USEc' = .129	↑ increase c(.199) c'(.201)	S = .89, p = .37 SE = .185	-0,0194	0,0224
	 Rep. Int.	$\beta = .059, p = .322$ USEa = .059	$\beta = .130, p = .119$ USEb = .083	$\beta = .127, p = .004$ USEc = .078	$\beta = .132, p = .777$ USEc' = .091	↑ increase c(.127) c'(.132)	S = .84, p = .39 SE = .199	-0,0136	0,0167

6.8 Unhypothesized Effects

Purchase Intentions

Although not hypothesized perse, we found purpose in briefly testing demographics for resultss about between subject effects that robust experiment conclusions. After UNIANOVA for purchase intentions with gender and age, female respondents showed lower intent in all offer categories than males, illustrating the overall total values [$M_{\text{male}} = 3,04$ vs. $M_{\text{nopromo}} = 2,66$]. Also, females and males of 40-49 years old effected highest intent combined with gift offers, while other offer types age 30-39. Concentrating gifts and its characteristics, we found male respondents ages 40-60 and 70-older all valued the utilitarian over the hedonics. Conversely, females found hedonics superior in all age categories. Next, if value is stated, both males and females of all ages preferred the hedonic gift over the utilitarian one. Conversely, framed without, both males and females prefer the utilitarian alternative. To deepen with household members estimates; we

found that in smaller households (≤ 2), females had higher purchase intent than the larger ones, although for large households, male respondents had significant higher intent. For both distinctions, the age category of 30-39 computed the highest intent for purchase, in which females favour a branded gift superior to a functional one, while males favour the opposite. Lastly, the smallest income levels (€10- €15.000) computed the highest intent in both the generic and branded category, while the category over €40.000 showed the least intent in purchase with either gifts.

Repatronage Intentions

Similar investigation for repatronage intentions found lower values, where again female respondents effected significantly lower for all offer types than males [$M_{\text{male}} = 2,06$ vs. $M_{\text{nopromo}} = 1,78$]. Also, again both females and males in the category 40-49 years old affect highest intent combined with gift offers, while for price offers and no promotional offers that category for both again is 30-39. Nexting for gift characteristics, we found for males that respondents from ages 50- 70-older all valued the functional gift over the hedonic one. Yet, females again found hedonic ones superior in all age categories, and, if its value is stated females of all ages prefer the hedonic gift, while males value the utilitarian one. To deepen with household members estimates; we found that in smaller households (≤ 2), females had higher purchase intent than the larger ones, although for large households, male respondents had significant higher intent. For both these distinctions, the age category of 30-39 computed the highest intent for purchase, in which females favour a branded gift superior to utilitarian, while males favour the opposite. Lastly, the smallest income levels (€10- €15.000) computed the highest intent in both the generic and branded category, while the category over €40.000 showed the least intent in purchase with either gifts.

Synthesizing, all results investigated conclude in only partial support of the theoretical hypotheses; 3 of 17 hypothesis were fully supported in only moderation and mediation (**H4a+H5c+H6b**) and 14 unsupported in main effect (**H1a+b; H2a+b**); moderations (**H3a+b; H4b; H5a+b**) and mediations (**H6a; H6c; H6d; H6e; H6f**);

VII

General Discussion.

This study reports the results of an experiment that examines the effect of a free gift promotion on consumer loyalty responses. Our general discussion purposes for answering our problem statement, however our results illustrate that prediction or a clear cut answer is complex. Explicit, main results show that premiums are less effective in predicating both purchase intentions and repatronage intentions compared to our other offer frames. More specific, we found both intentions significantly higher for discount exposure (H1b+H2b), while even so for the no promo offer (H1a+H2a). These findings seem to contradict the success at least some retailers have had using gift offers, however interpretation with other studies as predecessors should be towards undressing its lesser performance in our context. That is, the results obtain help shedding a light on how consumers process free gift offers in terms of downgrading the gift promotion from the choice set. First off, results show the importance for business gifts to be carefully integrated with personal sales in a marketing communications program (Beltramini, 1992). Since, our findings suggest that benefit perceived for discounts and no promotion is higher than for the gift condition, because of our experiment lacking personal sales in the personal space that uniquely differs gifts from the choice set. In this sense, gifts could be more effective while given personal, which arguably practices through the cashier as we theorized instead of with the product as we context. To elaborate, our discount in relative terms is high (50%), considering the product prices are low, with absolute saving that can be obtained is €3.50. As Palazon and Diego-Ballaster (2009) argue, such discount may be considered important by consumers, even more so during present times of recession, robbing our theory in chapter 2 that hybrids are calculated in money terms just like commodities

resulting in decline when not a good deal. As synthesis, they found premiums to be more effective with a low benefit level, while conversely discounts are with a high benefit level because they are valued more and generate higher buying intentions (Palazon and Diego-Ballaster, 2009). As such, our exposures may portray a high benefit level in consumers' perspective because of the relatively high discount, seemingly resulting in less effectiveness for the comparable premium, robusted more by the fact that our results show overall value satisfaction (H6b) as a significant mediator.

Furthermore, our results could also indicate a link to Raghurir (2004) in that consumers infer the value of the free gift, given the price of the product and their beliefs of discount rates, leading to free gifts being devalued when offered by cheaper brands. Because, we rejected brand distinct as significant moderator (H5a), but found the branded gift, as opposed to the generic, a superior moderator in effectiveness for purchase intent while combined with its value stated (H4a + H5c). An explanation could be that since brands are synonymous for communicating their quality and image, consumers could have behaved here as though they imputed gift value using the price of the brand offering the gift. In turn leading to consumers attaching higher value to the same gift if it was given by a higher priced brand name as found also by Raghurir's (2004). Adding, Raghurir (2004) also found that consumers can underestimate gift value when not explicitly stated, limiting overall value of the offer and regressing importance of stating the value of the gift in the ad itself when providing a gift. Elaborating on this thought our results could evenly robust Darke & Chung (2005) in that consumers base their quality judgements on the full price of the item without accounting for the value of the gift, with our results obtained robusting Jacoby (1971) in that negative price-quality inferences are subject as result of overall ambiguous or unavailable intrinsic cues for product quality in our ads. In this sense of failed cues in our ads, results obtained could also show synthesis with Raghubr & Celly (2009); in that large visually free gift size leads to perceptions of poorer product quality and has unfavourable consequences for purchase intentions of the offer, thus possibling the backfire of our gifts that hurt the overall promotional offer. Evident however, red wiring underlying reasons is consumer perception regarding the gifts portrayed as failures, resulting in absence of perceived willingness for future reciprocity. As reciprocity theory predicts, the more

significant the gift, the stronger the sense of obligation; and the stronger the perceived obligation, the stronger the urgency to restore equilibrium (Beltramini, 2000). In this sense, as Roster (2006) argued, failed gifts have greater impact on future exchanges than on relationship quality, but failure of gift appreciation negatives relationships. As synthesis, our results may possibly illustrate economic exchange as a similar synthesis to social gift exchange in reciprocal thought-processes.

Elaborating further on gift failure in particular, already evident, results obtained illustrate Darke & Chung's (2005) findings that certain factors may limit the effects of a free gift offer. As such, results in our very context could show parallel with Simonson et al. (1994) in that consumer preferences decrease with unattractive gifts, because respondents perceive paying extra for a gift they do not want. And, when consumers are uncertain about values of products and preferences, premiums provide reasons against buying a brand, being seen as susceptible to criticism (Simonson et al., 1994). Arguably, Simonson et al (1994) abstracted three segments: those who find the premium attractive resulting in purchase intentions, whereas consumers who find gift unattractive and unneeded show less likelihood for such intentions, the third segment includes indifferent or not considering consumers. Integrating, in our context the gift could be of such failure perceived that the segment of consumers who find the attribute unattractive is simply largest. This thought would also robust Raghurir (2004), who found consumer inferences about gift value, in which consumers discount this value, carryover such effects to the general product category to which the free gift belonged. Forming, we found value satisfaction H6b as significant mediator, while product category distinction showed no direct effect as significant moderator (H3a+b), which could well be a negative carryover effect from absence of respondents perceived value satisfaction. Putting value satisfaction in another perspective, we found satisfaction as important determinant of loyalty relationships. So, another possible underlying reason may be that loyal relationships in general are not established overnight, since they need to inhibit strong emotions of such satisfaction accompanied by trust and commitment amongst others. As Uncles (1994) argued, the benefit of a loyalty scheme is to have sense of belonging reinforced, to feel that a retailer is prepared to listen and is willing to innovate on behalf of customers, while caring, concerned and considerate. As synthesis and as

theorized, establishment of a relationship the first gift is often exploratory of nature without direct obligatory reciprocation intent, therefore results obtained could reflect a very early stage of a relationship in which where these feeling are not yet strongly established.

Conversely, results may abstract a flipside as well, enabling consumers becoming wary of gift loyalty campaigns because of its mass and intense outings by most retailers in our context landscape. With, as result, being locked in by a retailer that satisfied him or her from the beginning in terms of gift value, or the increasing absence of gift differentiation by retailers, that both in turn makes consumers become more selective in the process. These could illustrate the possibility of an issue similar to that of Wright & Sparks (1999), who already argued possible saturation of loyalty schemes in retailing, the thereby importance of first mover advantage in terms of card ownership and the regressing need for retailers to differentiate or individualise their loyalty card offerings.

To conclude effectiveness, demographic effects shed another light on segmentation for gifts. As Areni et al. (1998) found a prominent role of women in gift giving, results obtained showed females are less intent while receiving, but did find hedonics as superior, with and without value stated. An underlying reason would be that in Western society context, most females run households in regard to shopping, therefore inhibiting better knowledge of deal value and price references. Conversely, it are these women that are more gift prone when a gift is branded, suggesting higher brand of gift proneness overall than men. Lastly, smaller younger households and smallest income levels found highest intents with gift offers, implying a description of consumers who would be the segment with the highest benefit for gifts. In conclusion, evaluation of the topic is too complex to examine in 1 thesis, however, using an exchange psychology approach we hope this work contributes by making consumer behaviour in regard to gifts and sales promotions more understandable.

VIII

Limitations. Implementations. & Future Lines of Research.

8.1 Internal validity

Next to common imperfections of our measurement method (e.g. absence of an incentive and monitoring) a “live” and tangible experience stimuli was not present. As a result, results are limited in by respondents’ ability for imagination and perceived experience one-dimensional through sole use of sight sense. Decision making claims by equally important senses such as touch, smell and taste, would be recommended for future research. In addition, our experiment wages heavily on the assumption of consumer’s familiarity with our stimuli, limiting in accounting for past experience with the ad in absence of the possibility to define stimuli beforehand. Future research consideration should include such defining, according to for instance the number of advertisements already encountered in the past by repeat.

Furthermore, there lies difficulty in measuring action without reference and price point perception levels. Interestingly, Palazon & Diego-Ballaster (2009) argue that based on the Prospect Theory Value Function, consumers perceive a promotion relative to a subjective reference point (e.g. the reference price of the product). In addition, Nunes & Park (2003) stated that promotional actions can be framed as monetary or non-monetary, and the difference in information affects processing and the quantity of cognitive resources needed to do so. Since consumer’s goal are cognitive effort minimisation required for choice (Bettman et al., 1998); current framing influences a person’s response to the stimulus (Palazon & Diego-Ballaster ,2009). Also, our study relies heavily on respondents’ perceived price levels and intentions, while also on ability to estimate without comparable stimuli reference. More explicit, the assumption that a consumer possesses the

knowledge, attitudes and abilities to judge value and imaginarily compare the proposed deal based on a single visual. Future research recommendation should be to account for these notions, for instance by incorporating reference product visuals before experimenting. To conclude, our experiment wages heavily on the gift offer frame condition, representing the majority of our sample, future research without time restrictions however could focus on harvesting a more even sample for experimentation.

8.2 External Validity

Our results show that all respondents are adults (18 or older), limiting generalisation only to 14 million adult consumers in the Netherlands. Whereas, teenager consumers are not at all represented, a group that arguably might be speculated to be particularly gift prone because of determinants such as peer pressure, social media trends, image building and vulnerability for attitudes towards advertising and promotions. To continue, validity of education level is divert from Dutch consensus (37%), since 93 % either have a degree at a College or a University, thus generalisation is statistically impossible. Future research might benefit controlling this issue by making use of existing data from an extensive retailer database in which lower educational levels are more evenly represented.

Our study is a small step in understanding gift-type offers and consumer loyalty. However, it does bound in a set of 2 promotional tools out of the pool of available tools (e.g. sweepstakes, 2 for ones, bonus packs among others), therefore results may not be generalized to other tools and frames. Ergo, a similar situation is intact for selected product categories, which for products with other involvement levels such as durables, results might differ. Future research focussing on other tools and levels of involvement hold much potential. To further discuss, our bi-dimensional approach with 2 distributions across the product map, aimed for pures in each corner. However, some results showed, in consumers' minds these products possess both components, suggesting correlation might exist. If so, other quadrants of the map or other products may be a more accurate representation of the two dimensions. A goal for future research could be investigating and accounting for a more differentiated scale between hedonic and utilitarian products and its corresponding attitudes.

8.3 Additional Future Lines of Research

To complement our validity, additional future research recommendations are a result of experimental suggestion that measuring development efforts for mass-gift-commodity offer frames for loyalty objectives should continue. There's a wide field of possibilities for both marketing, behavioural and social scholars other than the ones presented here, owing to the scarce empirical research focus at the present time. Firstly, pursuing exploration of inferences such as gift characteristics (e.g. uniqueness, nostalgia proneness), as well as attitudinal/personality inferences (mood, market maven, independence susceptibility to peer Influence) for example examination combined with a teenage respondent sample hold much potential. Secondly, studies investigating these behaviours while subjecting other dependent (loyalty) variables to analysis hold much potential, or in a different setting such as an online supermarket service settings should particularly interest scholars, assessing for the global increase of e-shopping.

As a supplement to better practical approximation, integration of a pre-composed shopping basket, instead of the one-items used here, that duplicate the offer framing with minimum of purchase threshold framing before gift receipt, should be interesting as future line of research. In addition, a study extending for a brand/instructional information framing of the gift attribute, but also extension for the determinant of premium timing (transferring pre, post or during the moment of actual purchase) and/or premium placement (on a shelf, at the register or on a promotional pillar) should interest scholars evenly. Moreover, since our experiment is in essence a Western template, future research could benefit in broadening scope to other cultures and societies with other gifting values and habits such as the Middle-East. In line, implementation of the concept of benefit level as being an important determinant of promotional effectiveness, as most recent work in the field argues, is interesting to combine in experimenting for a Asian sample group with significantly lower income levels, and thus arguably high gift benefit levels (Palazon & Delgado-Ballaster, 2009). Yet, making use of larger and more fairly distributed samples, since ours was biased from census data towards education level. Much more so compelling for researchers is elaborating for the ambiguous concept of "fit" we thinly utilised, in investigating perceived integration of a gift object with a brand's positioning.

Since, several authors (Bodur&Grohmann, 2005, Larsen & Watson, 2001) have already stated that the study of the nature of the premium gift itself offered is of relevance because it can influence the evaluation of a deal and determine responses in evaluation.

In conclusion, it should be noted that the evaluation of mass-gift-commodity offer frames for loyalty objectives is far too complex and diverse to be examined in a single study. Overall there is plenty space for future study for many disciplines as the use of direct mass-gift offers for achieving loyalty objectives may very well, and could already, be used in other contexts of business, retailing and services other than the practice presented here.

8. 4 Implications for Marketing Managers

The results reported may have profound implication for practice because they offer guidelines for improving their promotional strategies. However, the first basic takeaway from our research is that retailers should be cautious in implementing a hybrid mass-gift promotional strategy on the fly, or fail at picking a relevant and creative choice as gift, for objecting purchase – and repatronage intentions. This illustrates for managers to be careful about the inferences drawn from a promotional offer, as these can be non-obvious and backfire (Raghubir & Celly 2009). While, considering the consequences for consumer evaluations when allocating their budget to promotional tools. However, although our findings somewhat contradict the overall trend in successful use of gifts, it suffices to argue that the possibility exists for a customer to perceive the deal as less attractive overall and as a result feel less obligated or urge to reciprocate directly. However, marketers should also take along the consequences of these tools in other issues (e.g. brand awareness), as well as take into account their short-term objectives. More explicit, a gift supplied may not be interpreted as such, may be declined due to insignificant deal value or may rather be switched for a discount or other alternative. Furthermore, although carefully selected, the gift could be interpreted by consumers as not being attractive, not of sufficient value or its bribing nature in economic context is too obvious, amongst other possibilities. With the aforementioned in mind, we illustrate use of this tool, maybe here failing to meet perceived

customer needs, can positively impact loyalty behavioural intentions, however on such level that a discount and even an offer without promotional claim is a more favourable alternative, for achieving to affect such intentions. Albeit our findings, it is not to be interpreted that implementing a gift promotional strategy is useless in achieving economic and loyalty objectives perse. But more so important to be derived here of is that our study suffices to illustrate the complexity and need for a stepwise strategic approach in creating and fostering relationships through acting in the relational domain that mass-gift strategy creates.

In that regard, an evenly important takeaway of this study is that it bases for this insisted careful and knowledge-laden stepwise approach preferred for managers when considering a hybrids strategy. Explicitly, our study illustrates the complexity, and thus the need and assistance, for marketing managers to understand first the process of gift exchange and how its basic social behaviour is to be interpreted and translated to retailing practice. Second, we suffice to assist in illustrating the similarities between commodity and gift exchange in economic context in such manner that managers can mirror and understand gift exchange strategy through examining the commodity exchange process.

Thirdly, our comprehensive multi-disciplined framework of both exchange processes melted written to the hybrid fusion robust the basis for understanding more this new category created and the preconditions it comes with, while conversely providing insights into possible customer responses and guidance for the inescapable role of actor in behavioural space it comes with. Or, price promotion discriminates on price, but gift promotion segments on noneconomic criteria such as trust, satisfaction, commitment and value of a relationship, all represented through a gift. As a result, environment, timing and technique of gifting as well as the meaning, value and attractiveness of the gift itself does matter. Fourthly, in line we assist in the difficult process of gift selection by distinguishing a pool of possible economic-based gift alternatives and illustrating preconditions on why they work and how they work. Considering, the noneconomic basis of gifts and consumer valuation present a thin line for potential for misuse and mis-selection of gifts that suits the proper context and is perceived as such by consumers, not as a business bribe. Lastly, before managers can strategize

development and maintenance of profitable loyalty consumer relationships through use of gift promotional framings, retailers have to be willing to understand its bonding processes and mechanisms wherefore we provide insights.

Concluding, although of course further validation is needed of our theoretical framework, it offers a robust and useful starting point for further research on, and practical instalment of mass-gift promotions for advanced supermarket retailing practice. Once all these stages are set our study intents for potential encouragement for managers to institute their businesses in patterning for customer loyalty behavioural processes. In turn, the pioneering and savvy marketing and brand managers that made the well-considered decision to use the commodity-gift hybrid tool, can utilize our results to direct their future marketing communications programs with several important lessons learned from this study. That is, the important moderating roles for stating gift value and the combined value stated with a branded gift are of particular utility for managers, as are the substantial and demographically measurable market segments in this study as potentially attractive targets for gift promotions and focused message strategies. As example, our study suggests for targeting lower income levels as most attractive amongst other segments. Furthermore, since we found overall value satisfaction as important mediator, managers should be wary of wanting to achieve loyalty goals by sheer bribing while failing to account for the double behavioural layer that exist in mass-gift hybrid environments. Or, managers should implement assisted knowledge of that consumers act as possessive and calculative towards a mass-gift as if it was a commodity. As result, since value and deal satisfaction thus are constantly evaluated and represent the state of the relationship (and thus in turn the intentions of a consumer to purchase or re-purchase to foster the relationship), this mediating role implicates the importance of value satisfaction as a determinant to meeting customer needs and achieving customer retention and ultimately loyalty. Concluding, in a nutshell we hope to have achieved the main objectives in drawing today's marketing managers attention and assisting for careful investment in a mass-gift hybrid strategy currently trending in retail practice, while demonstrating its complex background, emotional domain, pitfalls, commodity-likeness and potential behavioural (loyalty) unleash.

IX Cited References.

- Aaker, D. (1992) 'The Value of the Brand Equity', *Journal of Business Strategy*, 4, 27-32.
- Aaker, D. K., K. (1990) 'Consumer Evaluations of Brand Extensions', *Journal of Marketing*, 54, 27-41.
- Anic I.D., R. S. (2006) 'The Role of Satisfaction and Demographic Factors in Building Store Loyalty', *Privredna kretanja i ekonomska politika*, Vol. 19, p: 67-86.
- Areni, C., Kiecker, P. & Palan, K. (1998) 'Is it better to give than to receive? Exploring gender differences in the meaning of memorable gifts', *Psychology & Marketing*, 15.
- Arora, N., Henderson, T. (2007) 'Embedded Premium Promotion: Why It Works and How to Make It More Effective', *Marketing Science*, 26, 514-31.
- Baron, R. M. K., D.A. (1986) 'The moderator - mediator variable distinction in social psychological research: Conceptual , Strategic and statistical considerations. ', *Journal of Personality and Social Psychology*, 51, 1173-82.
- Bearden, W., Netemeyer, R. , Haws, K. (2011) *Handbook of Marketing Scales Multi Item Measures for Marketing and Consumer Behavior Research*, USA, Sage Publications.
- Belk, R. (1982) 'Effects of Gift Giving Involvement on gift selection strategies', *Advances in Consumer Research*, 9, 408-12.
- Belk, R. C., G. (1985) 'Trait Aspects of Living in the Material World', *Journal of Consumer Research*, 12, 265-80.
- Belk, R. C., G. (1993) 'Gift Giving as Agapic Love: An Alternative to the Exchange Paradigm Based on Dating Experiences', *Journal of Consumer Research*, 20, 393-417.
- Beltramini, R. (1992) 'Exploring the Effectiveness of Business Gifts: A controlled field experiment', *Journal of the Academy of Marketing Science*, 20, 87-91.
- Beltramini, R. (2000) 'Exploring the Effectiveness of Business Gifts: Replication and Extension', *Journal of Advertising*, 29, 75-78.
- Bennett, R., & Bove, L. (2002) ' Identifying the key issues for measuring loyalty', *Australasian Journal of Market Research*, 9(2), 27-44.
- Bettman, J., Luce, M. & Payne, J. (1998) 'Constructive consumer choice processes', *Journal of Consumer Research* 25, 187-217.
- Bird-David, N. D., A. (2009a) *Mass-Gifts: On market giving in advanced capitalist societies*, US, Bergahn Books.
- Bird-David, N. D., A. (2009b) 'Commodity, Gift and Mass-Gift: on gift-commodity hybrids in advanced mass consumption cultures', *Economy and Society*, 38, 304-25.
- Blut, M., Evanschitzky, H. , Vogel, V. Ahlert, D. (2007) 'Switching barriers in the four stage loyalty model', *Advances in Consumer Research*, 34.
- Bodur, H. G., B. (2005) 'Consumers responses to gift receipt in business to consumer contexts', *Psychology & Marketing*, 22, 441-56.
- Bolton, R., Kannan, P. & Bramlett, M. (2000) 'Implications of Loyalty Program Membership and Service Experiences for Customer Retention and Value', *Journal of the Academy of Marketing Science*, 28, 95-108.
- Bruhn, M. (1996) 'Business Gifts: A form of non-verbal and symbolic communication', *European Management Journal* 14, 61-68.
- Brüner, G. (2009) *Marketing Scales Handbook Volume IV: A compilation of Multi-Item Measures for Consumer Behavior & Advertising*, Great Britain, Kogan Page Limited.
- Camerer, C. (1988) 'Gifts as Economic Signals and Social Symbols', *American Journal of Sociology*, 94.
- Campbell, T. (1997) 'Tips for better giving? "five ways to ensure your gifts impress, and don't offend key clients', *Sales and Marketing Management*, Sept. .
- Carrier, J. (1990) 'Gift, commodities and social relations', *Sociological Forum* 6, 119-36.
- Chandon, P., Wansink, B. & Laurent, G. (2000) 'A benefit congruency framework of sales promotional effectiveness', *Journal of Marketing*, 64, 65-81.
- Chaudhuri, S. (2008) 'When Does Business Gift Become a Bribe: A Marketing Policy Perspective', <http://sundayposts.blogspot.nl/2008/10/when-does-business-gift-become-bribe.html>.
- Cheal, D. (1988) *The Gift Economy*, USA, Routledge.
- Compeau, L. a. G., D. (1998) 'Comperative price advertising: An integrative review', *Public Policy Marketing*, 17, 257-73.
- Crowley, E., Spangenburg, E. & Hughes, K. (1992) 'Measuring the hedonic and utilitarian dimensions of attitudes toward product categories', 239-49.
- Darke, P. C., C. (2005) 'Effects of pricing and promotion on consumer perceptions: it depends on how you frame it', *Journal of Retailing*, vol.1.

- D'astous, A. J., Is. (2002) 'Understanding consumer reactions to premium-based promotional offers', *European Journal of Marketing*, 36, 1270-86.
- D'astous, A. L., V. (2003) 'An experimental investigation of factors affecting consumers' perceptions of sales promotions', *European Journal of Marketing*, 37, 1746-61.
- Dellaert, B., Arentze, T., Bierlaire, M., Borgers, A. & Timmermans, H. (1998) 'Investigating consumers' tendency to combine multiple shopping purposes and destinations', *Journal of Marketing Research*, 5, 177-88.
- Dhar, R. W., K. (2000) 'Consumer choice between hedonic and utilitarian goods', *Journal of Marketing Research*, 37, 60-71.
- Dunn, E., Huntsinger, F. Lun, J. Sinclair, S. (2008) 'The Gift of Similarity: How Good and Bad Gifts Influence Relationships', *Social Cognition* 26, 469-481.
- Faber, R., Demoss, M., Mick, D. (1992) 'A projective study of motivations and meanings of self gifts: Implications for Retail Management', *Journal of Retailing*, 68.
- Fan, Y. (2006) 'Promoting business with corporate gifts - major issues and empirical evidence', *Corporate Communications* 11, 43.
- Feder, H. (1998) 'Solving the gift giving puzzle', *Potentials in Marketing*, 21, 5.
- Francis, C., Svennerud, M., Lieblein, G., Jervell, A., K. Asebo (2007) 'Farmer and Consumer Attitudes at Farmers Markets in Norway', *Journal of Sustainable Agriculture*, 30.
- Gauri, D., Sudhir, K. & Talukdar, D. (2008) 'The temporal and Spatial Dimensions of Price Searches: Insights from Matching Household Survey and Purchase Data', *Journal of Marketing Research*, 45, 226-40.
- Giesler, M. (2006) 'Consumer Gift Systems', *Journal of Consumer Research*, 33.
- Gregory, C. (1982) 'Gifts and commodities', London, Academic Press.
- Gregory, C. (1997) 'Savage money: the anthropology and politics of commodity exchange'.
- Grewal, D., Monroe, Kent, B & Krishnan, R. (1998) 'The effects of price-comparison advertising on buyers perceptions of acquisition value, transaction value and behavioral intentions', *Journal of Marketing*, 62, 46-59.
- Hardesty, D. M. B., W.O. (2003) 'Consumer evaluations of different promotion types and price presentations: The moderating role of promotional benefit level', *Journal of Retailing*, 79, 17-25.
- Hayes, B. (2013) *TCE: Total Customer Experience – Building Business through Customer-Centric Measurement and Analytics*, United States, Business over Broadway.
- Heerde, V. H., Leeflang, P., Wittink, D. (2000) 'The estimation of pre/ and post promotion dips with store level scanner data', *Journal of Marketing Research*, 37, 383-95.
- Hellier, P., Geursen, G., Carr, R. & Rickard, J. (2003) 'Customer repurchase intention - a general structural equation model', *European Journal of Marketing*, 37, 1762-800.
- Hiam, A. (2000) 'Match premiums to marketing strategies', *Marketing News*, Vol. 34, p.12.
- Hofstrand, D. (2007) 'Commodities versus Differentiated Products'.
- Holbrook, M. H., E. (1982) 'The experiential Aspects of Consumption: Consumer Fantasies, Feelings and Fun', *The Journal of Consumer Research*, 9, 132-40.
- Jacoby, J. (1978) 'A model of multi brand loyalty', *Journal of Advertising Research*, 11, 25-31.
- Jacoby, J. C., R. (1978) 'Brand loyalty: measurement and Management', New York, John Wiley & Sons.
- Jansone, A., Tuderan, A. (2012) 'Determinants of Store Loyalty: An Empirical Investigation in the Latvian Grocery Market', *Business Administration*. Latvia, Aarhus University.
- Keller, K. (1998) *Strategic Brand Management: Building, Measuring and Managing brand equity*, Englewood Cliffs, NJ, Prentice Hall.
- Kim, B. S., M. (1998) 'The effect of parent brand experience on line extension trial and repeat purchase', *Marketing Letters*, 9, 181-93.
- Lapavitsas, C. (2002) 'Commodity versus gift as metaphor for market vs. non-market relations', *Department of Economics* 127.
- Larson, D. W., J. (2001) 'A guide map to the terrain of gift value', *Psychology & Marketing*, 18, 889-906.
- Levin, I., Schneider, L. & Gaeth, G. (1998) 'All Frames are Not Created Equal: A typology and Critical Analysis of Framing Effects', *Organizational Behavior and Human Decision Processes*, 76, 149-88.
- Liu, S., Lu, X., Liang, Q., Wei, E. (2010) 'Moderating effect of cultural values on decision making of gift-giving from a perspective of self-congruity theory: an empirical study from Chinese context', *Journal of Consumer Marketing*, 27, 604-14.
- Lutz, R. J. (1985) *Affective and Cognitive Antecedents of Attitudes towards the Ad: A conceptual framework*, Hillsdale: Lawrence Erlbaum Ass.
- Mauss, M. (1954) *The Gift: Forms and Functions of Exchange in Archaic Societies*, W.W. Norton.
- Mayet, C. P., K. (2010) 'The Psychology of Gift Exchange', *Internal Report 2010*.
- Mcgrath, M. (1995) 'Gender differences in Gift exchanges: New Directions from Projections', 12, 5, 371.
- Mela, C. F., Gupta, S. & Lehman, D.R. (1997) 'The long-term impact of promotion and advertising on consumer brand choice', *Journal of Marketing Research*, 34, 248-61.
- Mellens, M., Dekimpe, M. Steenkamp, J. (1996) 'A review of brand-loyalty measures in marketing', *Journal of Economy and Management*, XLI, 1996.
- Mulhern, F. J. a. R. P. L. (1990) 'Retail Promotional Advertising: Do the Number of Deal Items and Size of Deal Discounts Affect Store Performance', *Journal of Business Research*, 21, 179-94.
- Nunes, J. P., C. (2003) 'Incommensurate resource: Not just more of the Same', *Journal of Marketing Research*, 40, 26-38.
- Oliver, R. (1997) *Satisfaction: A behavioral Perspective of the Consumer*, New York, McGraw-Hill.
- Palazon, M. D.-B., E. (2009) 'Effectiveness of Price Discounts and Premium Promotions', *Psychology & Marketing*, 26, 1108-29.
- Peattie, K. (1998) 'Golden goose or wild goose? The hunt for the green consumer', *Business Strategy and Environment*, 10, 187-99.

- Poe, D. (1977) 'The Giving of Gifts: Anthropological Data and Social Psychological Theory', *Journal of Social Relations*, 12, 47-63.
- Preacher, K. J., & Hayes, A. F. (2004) 'SPSS and SAS procedures for estimating indirect effects in simple mediation models', *Behavior Research Methods, Instruments, and Computers*, 36, 717-31.
- Preacher, K. J., & Hayes, A. F. (2008) 'Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models', *Behavior Research Methods*, 40, 879-91.
- Prendergast, C. S., C. (2000) 'Non-monetary nature of gifts', *European Economic Review*, vol.45.
- Preston, R., Dwyer, F. & Rodelius, W. (1978) 'The effectiveness of bank premiums', *Journal of Marketing*, 42, 96-101.
- Pruppers, R. (2008) *Brand Management and Marketing Communication*, Pearson Custom Publication.
- Raghubir, P. (2004) 'Free Gift with Purchase: Promoting or Discounting the Brand?', *Journal of Consumer Psychology*, 14, 181-85.
- Raghubir, P. C., K. S. (2009) 'Promoting promotions: Does showcasing free gifts backfire?', *Journal of Business Research* 64, 55-58.
- Raghubir, P. C., K. (1999) 'When do price promotions affect brand evaluations', *Journal of Marketing Research*, 36.
- Reichheld, F. (2003) 'The one number you need to grow', *Harvard Business Review*, 11, 1-11.
- Rossiter, J. P., L. (1997) *Advertising, Communication and Promotion management*, NY, NY, McGraw - Hill.
- Roster, C. (2006) 'Moments of truth in gift exchanges: A critical Incident Analysis of Communication Indicators used to Detect Gift Failure', *Psychology & Marketing*, 23, 885-903.
- Rus, A. (2008) 'Gift vs Commodity debate revisited ', *Anthropological Notebooks*, 14, 81-102.
- Sherry, J. (1982) 'Gift Giving in Anthropological Perspective', *Journal of Consumer Research*, 10, 157-68.
- Simonson, I., Carmon, Z. & O'curry, S. (1994) 'Experimental evidence on the negative effect of product features and sales promotions on brand choice', *Marketing Science*, 13, 23-40.
- Smart, A. (1993) 'Gifts, Bribes and Guanxi: A reconsideration of Bourdieu's Social Capital', *Cultural Anthropology*, 8, 388-408.
- Sobel, M. E. (1982) 'Asymptotic intervals for indirect effects in structural equations models', *Sociological Methodology* 1982, 1982 290 - 312.
- Solomon, M. R. (2004) *Consumer Behavior* New Jersey, Englewood Cliffs, Prentice Hall
- Srinivasan, S. P., K., Hanssens D.M. And Dekimpe, M. (2004) 'Do Promotions Benefit Manufacturers, Retailers or Both?', *Management Science*.
- Strahilevitz, M. M., J. (1998) 'Donations to charity as purchase incentives: How well they work may depend on what you are trying to sell', *Journal of Consumer Research* 24.
- Stroud, D. (2005) *The 50-Plus Market*, Great Britain, Kogan Page Limited.
- Tsai, M., Tsai, C., Chang, H. (2010) 'The effect of customer value, Customer Satisfaction and Switching Costs on Customer Loyalty: an Empirical Study of Hypermarkets in Taiwan', *Social Behavior & Personality : An International Journal* 2010, 38, 729-40.
- Tseng, C. (2010) 'A Research of Negative Influence From Gift Promotion -- Its Negative Spillover Effect ', *Advances in Consumer Research*, 36.
- Uncles, M. (1994) 'Do you or your customers need a loyalty scheme?', *Journal of Targeting Measurement and Analysis for Marketing*, 3, 335-50.
- Uncles, M., Dowling, G. & Hammond, K (2003) 'Customer loyalty and customer loyalty programs', *Journal of Consumer Marketing* 20, 294 - 316.
- Vuuren, V. T., Roberts-Lombard, M. Van Tonder, E. (2012) 'Customers satisfaction, trust and commitment as predictors of customer loyalty within an optometric practice environment', *Southern African Business Review*, 16, 2012.
- Walter, A., Ritter, T. & Gemqnden, H. (2000) 'Value Creation in buyer-seller relationships', *Industrial Marketing Management*, 30, 365-77.
- Wright, C. S., L. (1999) 'Loyalty Saturation in retailing: exploring the end of retail loyalty cards', *International Journal of Retailing and Distribution Management*, 27, 429.
- Wulf, D., K., Oderkerken-Schröder, G. & Iacobucci, D. (2001) 'Investment in consumer relationships: A cross country and cross industry exploration', *Journal of Marketing* 69, 33-50.
- Xu, S. (2009) 'Trust in relational leadership: reciprocity or renqing - a study on the flow of gift-giving in China's private and foreign firms', *Department of Management*. Ireland, UCD Michael Smurfit Business School.
- Yavas, U. (2009) 'Retail store loyalty: a comparison of two customer segments', *International Journal of Retail & Distribution Management*, 37, 477-92.
- Yi, Y. (1990) 'A Critical Review of Consumer Satisfaction', *Review of Marketing*, 68-123.
- Ying, F. (2006) 'Promoting business with corporate gifts – major issues and empirical evidence', *Corporate Communications: An International Journal*, 11, 43-55.
- Zheng, Y. K., R. (2009) 'The Differential Promotion Effectiveness on Hedonic versus Utilitarian Products', *Advances in Consumer Research*, 36.

X Research
Appendices.

Appendix Ia Commodity Selection
Hedonic



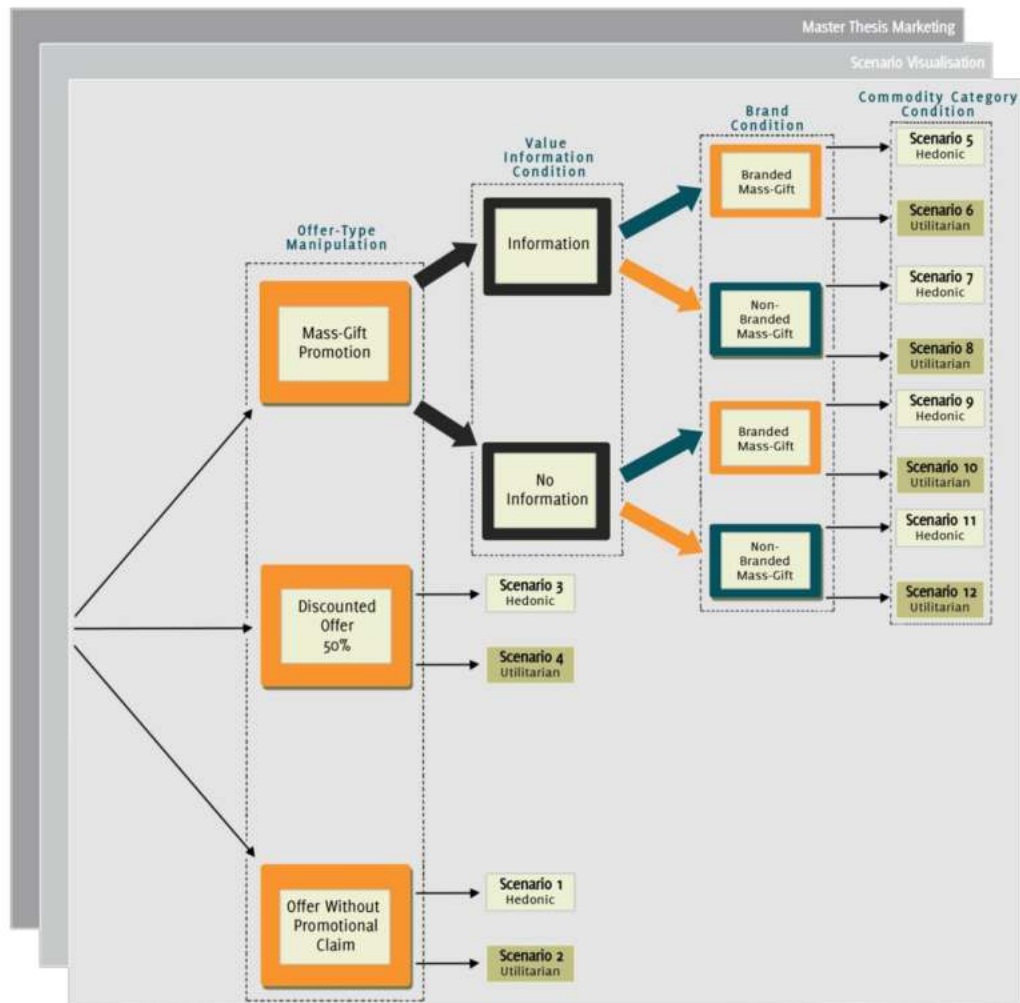
Utilitarian



Appendix Ib Mass-Gift Selection



Appendix II Additional Scenario Visualisation



Appendix III Ad Scenario 1

**M&M's peanut
grootverpakking**
Party pack à 1 kilogram

7.00

Peanut

m&m's

1kg

As vanille
Consumme per 100g: 447
232
13%

Appendix IV Ad Scenario 2

Head & Shoulders
grootverpakking
Classic Clean flacon à 1L

7.00

head & shoulders

classic clean
basic cleaning for normal hair
33.9 FL OZ (1 L)

head & shoulders

Appendix V Ad Scenario 3

**M&M's peanut
grootverpakking**
Party pack à 1 kilogram

**50%
KORTING**

~~7.00~~
3.50

Peanut

m&m's

1kg

m&m's

Appendix VI Ad Scenario 4

Head & Shoulders
grootverpakking
Classic Clean flacon à 1L

50% KORTING

~~7.00~~
3.50

head & shoulders

classic clean
basic cleaning for normal hair
33.9 FL. OZ (1 L)

Appendix VII Ad Scenario 5

**M&M's peanut
grootverpakking**
Party pack à 1 kilogram

**+ gratis
unieke M&M's
sleutelhanger
t.w.v. €3.⁵⁰**

7.⁰⁰

Peanut
m&m's
1kg

Appendix VIII Ad Scenario 6

**Head & Shoulders
grootverpakking**
Classic Clean flacon à 1L

+ gratis
Head & Shoulders
unieke sleutelhanger
t.w.v. €3.50

7.00

head & shoulders
classic clean
basic cleaning for normal hair
33.9 FL OZ (1 L)

head & shoulders

Appendix IX Ad Scenario 7

**M&M's peanut
grootverpakking**
Party pack à 1 kilogram

**+ gratis
sleutelhanger**
t.w.v. €3.⁵⁰

7.00

Peanut
1kg

m&m's

Appendix X Ad Scenario 8

Head & Shoulders
grootverpakking
Classic Clean flacon à 1L

+ gratis
sleutelhanger
t.w.v. €3.⁵⁰

7.⁰⁰

head & shoulders
classic clean
basic cleaning for normal hair
33.9 FL. OZ. (1 L)



Appendix XI Ad Scenario 9



M&M's peanut
grootverpakking
Party pack à 1 kilogram

+ gratis
M&M's
sleutelhanger

7.00

Peanut
1kg

m&m's

By the way
Choose your goals
kcal 232
17g

m&m's

The advertisement features a large yellow bag of M&M's Peanut Grootverpakking (Party pack à 1 kilogram) as the central focus. The bag is surrounded by a large pile of colorful M&M's candies and a single peanut. To the left, a large chocolate bar is shown breaking apart into many pieces. A green M&M's character keychain is positioned above the bag. Two callout boxes are present: a yellow one with the text '+ gratis M&M's sleutelhanger' and an orange one with the price '7.00'. The M&M's logo is visible on the bag and in the bottom left corner. A small nutritional information label is also visible on the bag.

Appendix XII Ad Scenario 10

**Head & Shoulders
grootverpakking**
Classic Clean flacon à 1L

+ gratis
Head & Shoulders
sleutelhanger

7.00

head & shoulders
classic clean
basic cleaning for normal hair
33.9 FL. OZ. (1 L)

head & shoulders

The advertisement features a large 1L bottle of Head & Shoulders Classic Clean shampoo on the right, with a splash of liquid at its base. To its left is a smaller, identical bottle attached to a keychain. In the foreground, a light blue electric fan is partially submerged in a splash of water. The background is a light grey gradient with several ice cubes floating around. A yellow arrow-shaped callout points to the keychain, and an orange arrow-shaped callout points to the price '7.00'. The Head & Shoulders logo is visible in the bottom left corner.

Appendix XIII Ad Scenario 11

M&M's peanut
grootverpakking
Party pack à 1 kilogram

+ gratis
sleutelhanger

7.00

Peanut
1kg

m&m's

Be responsible
Choose your O&Os

100g Portion
100g 232
12V

m&m's

The advertisement features a large yellow bag of M&M's Peanut Party Pack (1kg) as the central focus. The bag is surrounded by a shower of chocolate pieces falling from the top left and a pile of colorful M&M's candies at the bottom. A keychain with a green and white Rubik's cube is positioned above the bag. A yellow speech bubble and an orange price tag are placed to the right of the bag. The M&M's logo is visible in the bottom left corner, and a small informational label is on the bag.

Appendix XIV Ad Scenario 12

**Head & Shoulders
grootverpakking**
Classic Clean flacon à 1L

**+ gratis
sleutelhanger**

7.00

head & shoulders

classic clean
basic cleaning for normal hair
33.9 FL. OZ (1 L)

head & shoulders

The advertisement features a large white and blue bottle of Head & Shoulders Classic Clean shampoo. To the left of the bottle is a light blue electric fan. The background is white with several ice cubes scattered around. A blue Rubik's cube is attached to a gold keychain. A yellow arrow-shaped callout points to the keychain with the text '+ gratis sleutelhanger'. Below it, an orange arrow-shaped callout displays the price '7.00'. The bottle has a blue cap and a label with the brand name and product details. The bottom left corner features the Head & Shoulders logo.

Appendix XVa E-mail message English

Dear Mr. / Mrs.,

I'm currently doing research for my thesis to finish the Master Marketing at the Erasmus University Rotterdam. Except, I cannot carry out the experiment and research at the best of my abilities without **your** help. By filling in my questionnaire you will help me a lot in getting to the finish line of my long and tough road called graduation. Completing my questionnaire will only take 7 to 10 minutes of your valuable time.

But, I guarantee that that time will be the most appreciated time you will ever spend on someone!

Thanks in advance and please feel free to forward this e-mail to anyone.

Click **here** to go to the questionnaire.

Kind regards,

René Yark

Appendix XVb E-mail message Dutch

Geachte heer / mevrouw,

Ik ben momenteel druk bezig met research voor mijn afstudeerscriptie waarmee ik de Master Marketing aan de Erasmus Universiteit Rotterdam afrondt. Echter, ik kan het experiment en de research onmogelijk uitvoeren zonder uw hulp. Door mijn enquête in te vullen helpt u mij onwijs in het bereiken van de finish van mijn lange en zware weg naar het afstuderen. Het invullen van mijn enquête neemt slechts 10 minuten van uw kostbare tijd in beslag. Maar, ik garandeer u dat die tijd de meest gewaardeerde tijd zal zijn die u ooit aan iemand hebt besteed! Bij voorbaat dank en voelt u zich vooral vrij om deze e-mail naar iedereen door te sturen. Klik **hier** om naar de enquête te gaan.

Met vriendelijke groet,

René Yark

Appendix XVc Participants consent English

A warm welcome and thanks in advance for your valuable time and willingness to participate!

What you will be required to do:

You will complete an online questionnaire about my research topic. You are only allowed to participate once.

Important:

Please finish the entire questionnaire once you start participating, this easy instruction for you will equal very long and happy hours for me because I cannot use incomplete results.

Statement of confidentiality:

Any information obtained during this study will be kept strictly confidential.

Thanks again! - René Yark

Click **the button right below** to start the questionnaire

Appendix XVd Participants consent Dutch

Hartelijk welkom en bij voorbaat dank voor uw kostbare tijd en deelname!

Wat wordt er van u verwacht:

U gaat een online enquête invullen over mijn research onderwerp. U mag slechts eenmalig deelnemen.

Belangrijk:

Wilt u alstublieft de enquête compleet invullen wanneer u uw deelname begint, deze gemakkelijke opdracht voor u betekent vele lange en blijde uren voor mij, omdat ik incomplete resultaten niet kan gebruiken.

Privacy statement:

Alle informatie verkregen gedurende deze enquête wordt strikt geheim gehouden.

Nogmaals dank! - René Yark

Klik **de knop rechtsonderin** om de enquête te starten.

Appendix XVI Questionnaire Overview English

Please note: the portrayed overview is without any scenario corresponding advertisements (as illustrated in Appendix III till XIV) visualised between question blocks to our respondents.

5.1 INDEPENDENT VARIABLES		MANIPULATIONS
PROMO OFFER	No Promotional Activity Price Promotion - Price cut 50% Discount Gift Promotion - Gift Premium	
PRODUCT CATEGORY	Hedonic Product - 1kg bag of M&M's Utilitarian Product - 1L. Bottle of Head & Shoulders	
PREMIUM VALUE INFO	Information - €3.50 communicated No Information - No € communicated	
BRAND PREMIUM	No Branding - Rubik's Cube Branding - M&M's or Head & Shoulders	

5.2 DEMOGRAPHIC VARIABLES		DEMOGRAPHICS
GENDER	Q1 What is your gender?	
AGE	Q2 What is your current age?	
NATIONALITY	Q3 To what nationality group do you most identify?	
MARITAL STATUS	Q4 What is your current marital status?	
CITY OF RESIDENCE	Q23 What is your current city of residence?	
EDUCATION	Q24 What is your highest level of completed education?	
FAM. MEMBERS HOUSEHOLD	Q25 What is the current number of family members in your household?	
INCOME	Q26 What is your current household income?	

5.3-1 PURCHASE INTENTIONS SCALES		DEPENDENT VARIABLE
Q5 The likelihood of purchasing this product is...		
Q5 The probability that I would consider buying this product is...		
Q5 My willingness to buy this product is...		
Q6 If I were going to buy this product, I would consider buying this item at the price shown		
Q6 At the price shown, I would consider buying this product		
Q7 How far are you willing to travel to make use of this offer?		

5.3-3 REPATRONAGE INTENTION SCALES		DEPENDENT VARIABLE
Q8 How likely are you to recommend this product?		
Q8 How likely are you to renew this product?		
Q8 How likely are you to increase your share of purchases of this product?		

5.3-4 HEDONIC VS. UTILITARIAN PRODUCT SCALE		MANIPULATION CHECK
Q9 Either how hedonic or functional would you find this product?		

5.3-5 PURCHASE FREQUENCY SCALES		CONTROL VARIABLE
Q10 How often do you purchase a product like this?		
Q11 When was the last time you purchased a product like this?		
Q12 How familiar are you with purchasing a product like this?		

ATTITUDES TOWARDS COMMERCIAL RELATIONSHIP	
5.3-5 FRIENDLINESS OF THE RETAILER SCALE	
Q13 The retailer that is having this offer is friendly	
5.3-6 OVERALL RELATIONSHIP INVESTMENT SCALE	
Q13 The retailer that is having this offer really cares about keeping customers	
5.3-7 RELATIONSHIP INVESTMENT (TANGIBLE REWARDS) SCALE	
Q13 The retailer that is having this offer rewards regular customers for their patronage	
5.3-8 RELATIONSHIP SATISFACTION SCALE	
Q13 I am happy with the effort this retailer is making towards a customer like me	
5.3-9 TRUSTWORTHINESS OF THE RETAILER SCALE	
Q13 The retailer that is having this offer gives me a trustworthy impression	
5.3-10 COMMERCIAL FRIENDSHIP PERCEPTION SCALE	
Q13 I want to give something back to this retailer	
5.3-11 COMMITMENT TO RETAILER SCALE	
Q13 I am willing to go the extra mile to remain a customer of this retailer	

5.3-12 ATTITUDE TOWARD PRODUCT PRICE SCALES		ATTITUDES PRICING
Q14 The pricing of this product is bad / good		
Q15 The pricing of this product is unfavorable/favorable		
Q16 The pricing of this product is negative/positive		

5.3-13 ECONOMIC VALUE SCALES	
Q17 This product is reasonably priced	
Q17 This product offers value for money	
Q17 This product is a good product for the price	
Q17 This product would be economical	

5.3-14 OVERALL ATTITUDE TOWARDS THE SALES PROMOTION SCALES	
Q18 I like this type of promotion a lot	
Q18 I wish there were more promotions like this	
Q18 With this type of promotion, I feel like buying this product	

5.3-15 OFFER VALUE SCALES	
Q19 This deal appears to be a bargain	
Q19 The price is less than what I expect it to be	
Q19 The price is less than the average market price	
Q19 The price is less than what other retailers charge	
Q19 This offer is a great deal	
Q19 At this price, I would save a lot of money	

5.3-15 OFFER VALUE SCALES	
Q19 This deal appears to be a bargain	
Q19 The price is less than what I expect it to be	
Q19 The price is less than the average market price	
Q19 The price is less than what other retailers charge	
Q19 This offer is a great deal	
Q19 At this price, I would save a lot of money	

5.3-16 OVERALL ATTITUDE TOWARDS THE AD SCALES		ATTITUDE AD
Q20 I dislike this ad		
Q20 This ad is appealing to me		
Q20 This ad is attractive to me		
Q20 This ad is interesting to me		
Q20 I think this ad is bad		

ATTITUDES TOWARDS THE PROMOTIONAL OFFER	
5.3-17 INVOLVEMENT IN SALES PROMOTIONAL DEALS SCALES	
Q21 I enjoy buying a brand that is "on deal"	
Q21 Beyond the money I save, buying brands on deal makes me happy	
Q21 Compared to other people, I'm very likely to purchase brands that come with promotional offers	
Q21 Receiving a promo with a purchase makes me feel like I am a good shopper	
Q21 I'm usually not motivated to respond to promo deals on products	
Q21 When I purchase a brand that is offering a promo, I feel it is a good buy	
Q21 I feel like a successful shopper when I purchase products that offer special promotions	
Q21 I love special promotional offers for products	

5.3-18 MATERIALISM SCALES		PERSONALITY TRAIT
Q22 I tend to hang on to things I should probably throw out		
Q22 I get very upset if something is stolen from me, even if it has little monetary value		
Q22 I would rather buy something I need than borrow it from someone else		
Q22 I enjoy sharing what I have		
Q22 I don't like to lend things, even to good friends		
Q22 I enjoy donating things to charity		
Q22 I am bothered when I see people who buy anything they want		
Q22 People who are very wealthy often feel they are too good to talk to average people		
Q22 When friends have things I cannot afford it bothers me		

Appendix XVII SPSS Outputs

A. Main Effects Analysis

H1a Purchase Intentions by Type Offer

Purchase Intentions		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
						Lower Bound	Upper Bound			
						Gift promo	175			
Price promo	41	3,1805	1,34447	,20997	2,7581	3,6049	1,00	8,00		
No promo	39	3,0000	1,38260	,22139	2,5519	3,4482	1,40	8,60		
Total	255	2,8251	1,32558	,08301	2,6616	2,9886	1,00	7,00		
Model	Fixed Effects				,131738	,08250	2,9626	2,9876		
	Random Effects				,17395	2,0767	3,5735			,04508

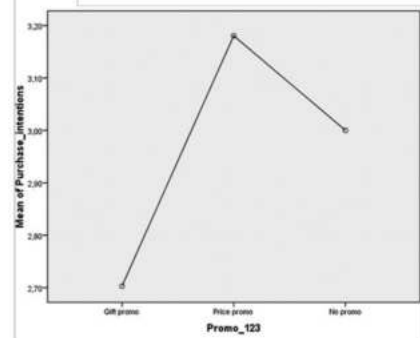
Test of Homogeneity of Variances

Purchase Intentions	Levene Statistic	df1	df2	Sig.
	,309	2	252	,734

ANOVA

Purchase Intentions	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4,398	2	4,483	2,589	,047
Within Groups	437,333	252	1,735		
Total	446,319	254			

Means Plots



H1b Repatronage Intentions by Type Offer

Repatronage Intentions		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
						Lower Bound	Upper Bound			
						Gift promo	175			
Price promo	42	2,0873	,83312	,12855	1,8277	2,3469	1,00	4,00		
No promo	39	2,0342	,93595	,14987	1,7308	2,3376	1,00	4,33		
Total	256	1,9023	,93329	,05833	1,7875	2,0172	1,00	5,00		
Model	Fixed Effects				,83048	,05818	1,7878	2,0169		
	Random Effects				,09474	1,4947	2,3100			,01081

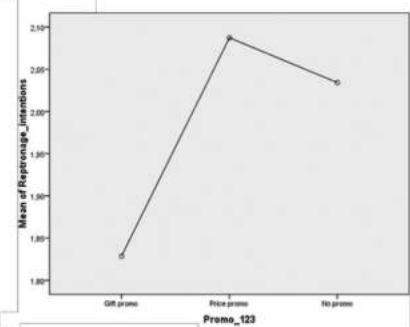
Test of Homogeneity of Variances

Repatronage Intentions	Levene Statistic	df1	df2	Sig.
	1,015	2	253	,364

ANOVA

Repatronage Intentions	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3,087	2	1,534	1,771	,048
Within Groups	219,047	253	,868		
Total	222,114	255			

Means Plots



B. Moderation Analysis

H3a Purchase Intentions by Product Pairing

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a
Corrected Model	22,283 ^a	5	4,453	2,615	,025	,050	13,073	,799
Intercept	1405,595	1	1405,595	825,346	,000	,788	825,346	1,000
Promo_123	8,082	2	4,041	2,373	,095	,019	4,746	,477
Category_H_U	4,884	1	4,884	2,739	,099	,011	2,739	,378
Promo_123 * Category_H_U	1,129	2	,584	,331	,718	,003	,663	,103
Error	424,058	249	1,703					
Total	2481,520	255						
Corrected Total	446,319	254						

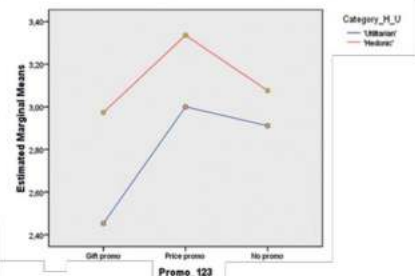
a. R Squared = ,050 (Adjusted R Squared = ,031)
 b. Computed using alpha = ,05

Descriptive Statistics

Promo_123	Category_H_U	Mean	Std. Deviation	N
Gift promo	00 'Utilitarian'	2,4527	1,30736	81
	01 'Hedonic'	3,9738	1,23553	84
	Total	2,7029	1,29630	175
Price promo	00 'Utilitarian'	3,0000	1,21100	19
	01 'Hedonic'	3,3384	1,45979	22
	Total	3,1805	1,34447	41
No promo	00 'Utilitarian'	2,9111	1,43922	18
	01 'Hedonic'	3,0762	1,36305	21
	Total	3,0000	1,38260	39
Total	00 'Utilitarian'	2,6984	1,32273	128
	01 'Hedonic'	3,0535	1,28381	127
	Total	2,8251	1,32558	255

Profile Plots

Estimated Marginal Means of Purchase Intentions



	Levene's Test for Equality of Variances		F Test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Purchase Intentions	,682	,458	2,777	253	,008	,45511	,16387	1,1228	77783
			2,777	252,849	,008	,45511	,16386	1,1241	77783

H3b Repatronage Intentions by Product Pairing

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a
Corrected Model	5,723 ^a	5	1,145	1,322	,255	,028	6,612	,485
Intercept	636,350	1	636,350	735,195	,000	,746	735,195	1,000
Promo_123	2,788	2	1,393	1,609	,202	,013	3,218	,339
Category_H_U	2,055	1	2,055	2,374	,125	,009	2,374	,336
Promo_123 * Category_H_U	,237	2	,118	,137	,872	,001	,274	,071
Error	216,391	250	,866					
Total	1148,556	256						
Corrected Total	222,114	255						

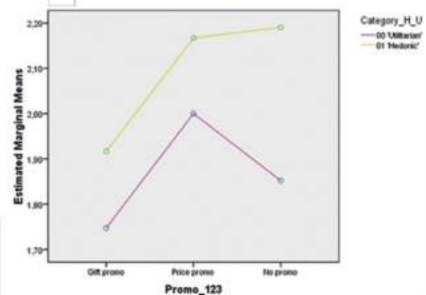
a. R Squared = ,026 (Adjusted R Squared = ,008)
 b. Computed using alpha = ,05

Descriptive Statistics

Promo_123	Category_H_U	Mean	Std. Deviation	N
Gift promo	00 'Utilitarian'	1,7473	,92268	81
	01 'Hedonic'	1,9167	,87886	84
	Total	1,8286	,95081	175
Price promo	00 'Utilitarian'	2,0000	,91127	20
	01 'Hedonic'	2,1687	,78808	22
	Total	2,0873	,83312	42
No promo	00 'Utilitarian'	1,9519	,93740	18
	01 'Hedonic'	2,1905	,82839	21
	Total	2,0342	,93595	39
Total	00 'Utilitarian'	1,8010	,91989	129
	01 'Hedonic'	2,0052	,83905	127
	Total	1,9023	,93329	256

Profile Plots

Estimated Marginal Means of Repatronage Intentions



	Levene's Test for Equality of Variances		F Test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Repatronage Intentions	,282	,603	1,738	254	,090	,20422	,11819	-.02460	43302
			1,737	253,688	,090	,20422	,11821	-.02464	43302

C. Moderation Analysis

H4a + H5a+c Purchase Intentions by Brand of Gift and Stated Value Information

Tests of Between-Subjects Effects

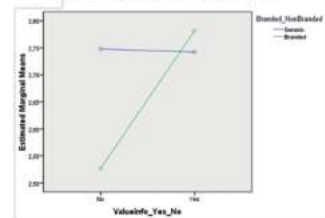
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a
Corrected Model	1,696 ^a	3	,566	,333	,801	,006	,999	,114
Intercept	1272,852	1	1272,852	748,762	,000	,914	748,762	1,000
Valueinfo_Yes_No	,677	1	,677	,398	,527	,015	,398	,096
Branded_NonBranded	,361	1	,361	,212	,646	,001	,212	,074
Valueinfo_Yes_No * Branded_NonBranded	,739	1	,739	,435	,508	,019	,435	,101
Error	290,690	171						
Total	1570,840	175						
Corrected Total	292,389	174						

a. R Squared = ,006 (Adjusted R Squared = -,012)
b. Computed using alpha = ,05

Descriptive Statistics

Valueinfo	Yes	No	Branded	NonBranded	Mean	Std. Deviation	N
No			Generic		2,7478	1,30601	46
			Branded		2,5268	1,09431	41
			Total		2,6437	1,20905	87
Yes			Generic		2,7422	1,36090	45
			Branded		2,8814	1,41879	43
			Total		2,8118	1,38181	88
Total			Generic		2,7451	1,32600	91
			Branded		2,6571	1,26969	84
			Total		2,7029	1,29630	175

Estimated Marginal Means of Purchase Intentions



H4b + H5b+d Repatronage Intentions by Brand of Gift and Stated Value Information

Tests of Between-Subjects Effects

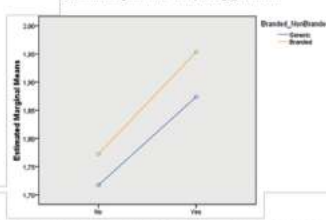
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a
Corrected Model	1,462 ^a	3	,487	,535	,659	,009	1,605	,158
Intercept	584,484	1	584,484	641,345	,000	,789	641,345	1,000
Valueinfo_Yes_No	1,246	1	1,246	1,367	,244	,008	1,367	,214
Branded_NonBranded	,197	1	,197	,216	,642	,001	,216	,075
Valueinfo_Yes_No * Branded_NonBranded	,007	1	,007	,007	,933	,000	,007	,051
Error	155,839	171						
Total	742,444	175						
Corrected Total	157,302	174						

a. R Squared = ,009 (Adjusted R Squared = -,008)
b. Computed using alpha = ,05

Descriptive Statistics

Valueinfo	Yes	No	Branded	NonBranded	Mean	Std. Deviation	N
No			Generic		1,7174	,96088	45
			Branded		1,7724	,92927	41
			Total		1,7433	,94103	87
Yes			Generic		1,8741	,91918	45
			Branded		1,9535	1,00681	43
			Total		1,9129	,95825	88
Total			Generic		1,7949	,93857	91
			Branded		1,8651	,96819	84
			Total		1,8286	,95081	175

Estimated Marginal Means of Repatronage Intentions



D. Mediation Analysis

H6a Purchase Intentions by Overall Relationship Worthiness of the Retailer

Baron & Kenny Method

1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,779	,219		17,222	,000
	Promo_123	a .026	,133	,012	,191	,848

a. Dependent Variable: The retailer that is having this offer gives me a trustworthy impression

2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,533	,183		13,875	,000
	Promo_123	c .199	,111	,112	1,787	,043

a. Dependent Variable: Purchase Intentions

3

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,301	,254		5,116	,000
	Promo_123	c .207	,104	,116	1,986	,068
	The retailer that is having this offer gives me a trustworthy impression	b .326	,050	,383	6,563	,000

a. Dependent Variable: Purchase Intentions

Sobel Method

Input:	Test statistic:
a 0.026	Sobel test: 0.19540091
b 0.326	Std. Error: 0.04337748
c 0.133	p-value: 0.8450791
alpha 0.050	

Preacher & Hayes Method

INDIRECT EFFECT AND SIGNIFICANCE USING NORMAL DISTRIBUTION					
Effect	Value	s.e.	LL95CI	UL95CI	Z Sig(two)
	,0056	,0440	-,0806	,0918	,1270 ,8989

E. Factor Analysis

Factor and Principle Component Analysis with Varimax Rotation

H6a Sales promotional offer value related attitudes.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,963	,964	16

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			,938
Bartlett's Test of Sphericity	Approx. Chi-Square	4604,723	
	df	120	
	Sig.	,000	

Rotated Component Matrix^a

	Component	
	1	2
The pricing of this product is-Bad/Good	,877	,208
The pricing of this product is-Unfavorable/Favorable	,879	,245
The pricing of this product is-Negative/Positive	,837	,251
This product is reasonably priced.	,873	,222
This product offers value for money.	,811	,310
This product is a good product for the price.	,814	,325
This product would be economical.	,869	,277
I like this type of promotion a lot.	,917	,296
I wish there were more promotions like this.	,925	,279
With this type of promotion, I feel like buying the product.	,330	,646
This deal appears to be a bargain.	,671	,395
The price is less than what I expect it to be.	,787	,282
The price is less than the average market price.	,778	,279
The price is less than what other retailers charge.	,746	,283
This offer is a great deal.	,773	,377
At this price, I would save a lot of money.	,718	,366

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

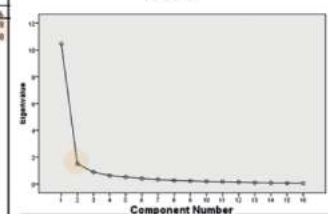
a. Rotation converged in 3 iterations.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10,467	85,418	85,418	10,467	85,418	85,418
2	1,502	9,398	94,816	1,502	9,398	94,816
3	,882	5,514	90,322			
4	,829	2,829	93,151			
5	,517	3,224	97,485			
6	,465	2,932	99,017			
7	,333	2,090	99,087			
8	,287	1,898	99,704			
9	,220	1,375	99,979			
10	,180	1,190	99,998			
11	,168	1,048	99,999			
12	,138	,848	99,999			
13	,095	,592	99,999			
14	,084	,524	99,999			
15	,081	,502	99,999			
16	,054	,327	100,000			

Extraction Method: Principal Component Analysis.

Scree Plot



Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The pricing of this product is-Bad/Good	52,0367	375,749	,838	,899	,959
The pricing of this product is-Unfavorable/Favorable	52,0204	375,340	,863	,918	,959
The pricing of this product is-Negative/Positive	52,0490	376,743	,825	,862	,960
This product is reasonably priced.	51,9796	377,700	,841	,908	,959
This product offers value for money.	52,0082	382,582	,832	,854	,960
This product is a good product for the price.	52,0449	380,732	,842	,897	,959
This product would be economical.	52,6571	390,054	,679	,547	,962
I like this type of promotion a lot.	52,4082	383,120	,685	,892	,963
I wish there were more promotions like this.	52,4776	383,873	,673	,894	,963
With this type of promotion, I feel like buying the product.	52,7061	384,733	,678	,712	,962
This deal appears to be a bargain.	51,9489	381,091	,745	,602	,961
The price is less than what I expect it to be.	52,4776	384,710	,781	,703	,960
The price is less than the average market price.	52,0939	389,528	,778	,760	,961
The price is less than what other retailers charge.	52,0490	382,752	,750	,745	,961
This offer is a great deal.	52,4857	384,611	,830	,799	,960
At this price, I would save a lot of money.	52,6408	388,575	,771	,744	,961



Erasmus

Copyright © 2013 R.P.W.Yark
ESE - Master Thesis Marketing
Erasmus University Rotterdam
Printed in the Netherlands
All rights reserved.

No part of this thesis may be reproduced,
in any form or by any means, electronic
or mechanical, without permission
from the Erasmus University Rotterdam,
the supervisor and the author.

