A Research of the Spillover Effect of Gift Promotion—Its Forming and Fluctuation

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Gift promotion is taken as an important issue for firms. Because the gift is free, consumers tend to discount gift’s value. Does this discounting evaluation spill to other products belonging to the same category of the gift, so that these products also be devaluated by consumers? The research was going to investigate whether the discounting perception toward gift would spill to other products with the same brand of the gift, or spill to the same product category of gift with other brand. This research included two studies to examine the negative spillover effect from gift promotion.

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A Research of the Spillover Effect of Gift Promotion—Its Forming and Fluctuation
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Recently, gift promotion is taken as an important issue for firms. Because the gift is free, consumers tend to discount gift's value. Does this discounting evaluation spill to other products belonging to the same category of the gift so that these products also be devaluated by consumers? The research was going to investigate whether the discounting perception toward gift would spill to other product categories with the same brand of the gift, or spill to the same product category with other brands. In this study, we defined the phenomenon as a "spillover effect of gift promotion".

Reviewing relevant literature, spillover effect was discussed in the field of brand extension or brand alliance; however, little discussions about spillover effect of gift promotion were found. Therefore, it is necessary to deeply investigate the forming and fluctuation of spillover effect of gift promotion. In brief, this research consists of two studies. Study one focuses on the forming of spillover effect of gift promotion. Asimilation and contract effect (Herr, Sherman and Fazio, 1983) was taken as the main theory to infer the formation of spillover effect of gift promotion. Study two further examined its fluctuating factors, including an antecedent factor—promotion depth of gift promotion, two consequent factors—perceived value of spillover effect on the same product with other brand and on the same brand with other product category, and two moderating factors—brand awareness of gift and involvement of gift. Anchoring and adjustment theory (Tversky and Kahneman, 1974?Lola, 1982?Yadav, 1994) was taken as the theory to infer the influence of promotion depth on perceived value of spillover effect.

Experiment design was adopted in the two studies. Subjects were college students by convenient sampling. Subjects of the two studies were different. Study one adopted a 2 (gift promotion: present/absent) x 2 (promotion depth of gift promotion: high/low) groups between-subject design. 50 valid questionnaires were gathered. Study two used a 2 (promotion depth of gift promotion: high/low) x 2 (brand awareness of gift: high/low)=4 groups between-subject design. 324 valid questionnaires were analyzed. Besides, involvement of gift were measured and picked out two parts of sample—high and low score of involvement—to test hypotheses. In the two studies, measurement of perceived value of spillover effect was as below. For example, the gift in the gift promotion was Adidas running shoes, and we would like to measure perceived value of spillover effect on Puma running shoes. In the first step, subjects were asked to answer this question “before” reading an ads of gift promotion: “If you have a budget to buy a pair of running shoes, how much money (NT$X) would you like to pay it?” Following, “after” subjects reading an ads of gift promotion, they were asked to answer another question: “if you have a budget to buy a pair of running shoes, how much money (NT$Y) would you like to pay a pair of “Puma” running shoes?” Then, the perceived value of spillover effect on Puma running shoes were (Y–X)/X. If the score was negative, spillover effect did appear. This is the measurement method of perceived value of spillover effect on the same product with other brand. And, same method was used to measure perceived value of spillover effect on the same brand with other product category of gift.

After statistical analysis, study one found that when gift promotion presented, it had negative effect on relative products with the gift according to significant result of a t-test. In other word, gift promotion caused negative score of spillover effect on relative product with the gift. This study found out the formation of spillover effect of gift promotion.

Following, study two further found that the spillover effect of gift promotion would show up on other products with the same brand of the gift as well as on the same product category with other brand. In addition, based on results of two three-way ANOVAs, as deeper the promotion depth was, the stronger the spillover effect of gift promotion was. Furthermore, brand awareness of gift did play a moderating role on the spillover effect. That is, under high brand awareness of gift, the difference between spillover effect caused by high and low promotion depth of gift promotion was smaller than the difference under low brand awareness. Finally, involvement of gift also did play a moderating role on the spillover effect. That is, under high involvement of gift, the difference between spillover effect caused by high and low promotion depth of gift promotion was smaller than the difference under low involvement.

Research contributions comprised three points. First, this research discussed background theory of spillover effect of gift promotion and offered a reasonable inference for the phenomenon of spillover effect of gift promotion. Second, finding of this research including two studies make gift promotion research much richer. Moreover, this research, based on experimental results, also offered significant managerial implications for managers.
Extended Service Encounters and Customer Emotion Management
Gulnur Tumbat, San Francisco State University, USA

The aim of this study is to understand customers’ full emotional involvement in service encounters and reveal the emotional nature of their ongoing self-presentation in extended service encounters. This paper presents an exploratory study into customer emotion management in extended service encounters and argues that customers’ co-production of the service experience may also include active monitoring and management of their emotions. Such emotion control and resultant display affect the service outcome not only for those customers themselves but also for service providers and other patrons present. Thus, it is important for service marketers to understand and manage their customers’ participation in the service experience also through their emotion management in order to provide satisfactory outcomes.

Commercial Construction of Extraordinary Experiences
Gulnur Tumbat, San Francisco State University, USA

The urge for extraordinary experiences is a dominant theme in modern social thought. Although we came to learn a lot about such experiences from various phenomenological accounts that stand in opposition to mundane daily lives, we know very little about how such experiences are strategically constructed and marketed to consumers. In other words, we have a pretty good understanding of such experiences from the consumers’ perspective but production side lack such focus with few exceptions and therefore needs more attention. The aim of this research is thus to tackle this particular gap. This research addresses the following questions: How do extraordinary experiences in the marketplace are promoted? What are the strategies used by marketers? How do consumers expectations are shaped by marketers’ representations?

Exploring the Influence of Spirituality: A New Perspective on Senior Consumers’ Behavior
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Abstract
The interest in spirituality in consumer behaviour is growing. Previous research suggests that consumers’ behaviour is influenced by their level of spiritual development and commitment, and that it can be spiritually motivated. This paper explores the influence of spirituality on the consumer behaviour of older adults, as they reach spiritual maturity or undergo intensive spiritual growth toward the end of their life. Responding to a call for conceptual clarification, we define spirituality and differentiate it from religion and religiosity. Spiritual development is explained and the spiritual needs of older adults are described. Research propositions on the influence of spirituality on the consumer behaviour of older adults are presented.

Although spirituality has been a central concept in psychology and sociology for the past ten years, little research has explored its influence on consumer behaviour. The paucity of available research results lies in part from a lack of consensus regarding the definition of spirituality and some confusion between the concepts of spirituality, religion and religiosity (Zinnbauer et Pargament, 2005, McGinn, 1993). Therefore, our study aims at establishing a clear conceptual framework for the study of the influence of spirituality on consumer behaviour, involving a definition of the concept, an explanation of the differences with religion and religiosity and a description of spiritual development.

As the chronological and sequential theory of spiritual development (Fowler, 1981) identifies the last part of life as favourable to increased spiritual development and the achievement of spiritual maturity, thus leading to the display of more salient spiritual characteristics, our second objective is to understand the spirituality of older adults and to identify their spiritual needs.

Our overall objective, therefore, is to draw from the extant literature a research agenda to examine the influence of spirituality on the behaviour of senior consumers. In order to do so, we undertook an extensive inter-disciplinary literature review in the fields of psychology, sociology, psychiatry, gerontology and consumer behaviour, over the last three decades.