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An Experimental Investigation of Factors Affecting Consumers' Perceptions of Digital Sales Promotions

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AN EXPERIMENTAL INVESTIGATION OF FACTORS AFFECTING CONSUMERS PERCEPTIONS OF DIGITAL SALES PROMOTIONS

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1. INTRODUCTION

By definition, sales promotion is a set of marketing tools designed to stimulate a consumer towards purchasing goods or services by providing an incentive to do so (d'Astous & Landerville, 2003; Alvarez & Castilles, 2010). The difference between sales promotion and advertising is that advertising offers a reason to purchase a good or a service whereas sales promotion offers a reason to purchase it now (Kotler & Armstrong, 2011; Rossiter & Percy, 1987). A holistic definition by Rossiter and Percy (1987) describe sales promotion as "a more direct form of persuasion, based frequently on external incentives rather than inherent product benefits, which is designed to stimulate immediate purchase and to move sales forward more rapidly than would otherwise occur." In practice this translates to the notion that sales promotion tries to trigger consumer purchase behavior by focusing on the premium instead of the product itself. The primary objective of sales promotion is to have a direct impact on buying behavior (Alvarez & Castilles, 2010). Preferred effects vary from increasing short-term sales, building

long-term market share, getting consumers to try new products, obtain better visibility or rewarding loyal customers (Kotler & Armstrong, 2011). The key to the elements of a successful sales promotion are well-defined objectives and tools, and a carefully designed sales promotion program that works together with the rest of the promotion mix elements and marketing communications (Kotler & Armstrong, 2013).

In a non-monetary sales promotion, a premium is a tangible reward received for performing a particular act, usually purchasing a product (Burnett, 1993). A premium-based promotion includes a product or service for free or at a lowered price in return for the purchase of one or multiple items or services (d'Astous & Landerville, 2003). Premiums have been used as promotional tools for decades and are not by any means a new phenomenon: Companies use premium-based sales promotions frequently and they form an important tactical decision-making area for many business practitioners. Still, despite of their common utilization, premium based sales promotion has had relatively little academic attention (d'Astous & Landerville, 2003).

Electronic and online media is the fastest growing area within marketing (Alvarez & Castilles, 2010) and marketers are embracing its various opportunities. Intangibility gives digital goods several advantages over tangible goods. Digital products are stored and distributed with virtually no additional costs (Koiso-Kanttila, 2008; Rowley, 2008). These new opportunities have increased the use of content-based digital products as sales promotion premiums, too. Digital products, such as mp3 music files, eBooks, tutorials, recipes and artwork have been used as sales promotion premiums but their impact on consumer perceptions have not yet been reviewed in academic literature. This creates the research gap in this study.

This study focuses on premium based sales promotions. The objective is to create a better understanding of how a premium based sales promotion campaign should be executed and what are the different elements of the campaign a marketer needs to understand to create a successful promotion as a whole. Previous studies of premium based sales promotion have not taken into account the possibility of,

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firstly, using digital products as premiums or, secondly, incorporating the use of the Internet into the sales promotion campaign. In this study the possibility of a non-tangible, digital premium will be utilized as a purchasing incentive. Also, an online solution will be provided as an option to traditional coupon collecting in order for the consumer to earn or receive the premium. These are commonly used features of modern sales promotion campaigns and, thus, should not be overlooked in the academic literature.

a) Sales promotion

Sales promotion is the set of marketing tools that use a non-monetary incentive, the premium, to stimulate consumers' purchase behavior (d'Astous & Landerville, 2003; Alvarez & Castilles, 2010). In recent years, sales promotions have accounted for a significant share of companies' marketing expenditures due to immense sales pressure, homogenous competition, advertising inefficiency and ever more deal-oriented consumers (Kotler & Armstrong, 2011). Still, non-monetary sales promotion, such as premium-based promotions, has received less academic attention than advertising and monetary sales promotion (Liao & Ze, 2006; Boonlertvanich, 2010).

While immediate sales are a good measure of the short-term success of advertising efforts, the long-term measurability and evaluation is far more complicated (Kotler & Armstrong, 2011). Short-term effects of a premium promotion have a less damaging effect than a monetary promotion (Magid & Lodish, 1990). Although often seen as a "quick-fix", sales promotion is indeed intended to reinforce the products position and build a long-term customer relationship. Marketers are increasingly avoiding price-only promotions that can be harmful to the brand in the long term. Instead, companies are adopting more complex sales promotion tools that build brand equity (Kotler & Armstrong, 2011). The persistence model by Dekimpe and Hanssens (1995) illustrates, that long-run marketing impact emerges from a complex interaction of many different short-term marketing actions. Several authors portray non-monetary promotions as a superior alternative to price promotions. Still, the marketer should be aware of the possible negative aspects. It is without a doubt possible that a premium campaign can have negative impacts, namely the consumers' brand image.

The strategic objective of sales promotion is to influence consumers buying behavior in order to increase short-term sales, build long-term market share, get consumers to try new products, obtain better visibility or reward loyal customers (Kotler & Armstrong, 2011; Alvarez & Castilles, 2010; Liao & Ze, 2006; Rajagopal, 2008). To meet these objectives, the marketer will develop a sales promotion program that will result in a promotion that is meaningful to the

consumer and successful to the company (Kotler & Armstrong, 2011). The key elements, that are sized and type of the incentive, the conditions of participation and duration of the campaign are the very basic structure of the promotion, but there are numerous other factors to consider, like the psychological and demographic characteristics of the consumers who are targeted (Kotler & Armstrong, 2011; Alvarez & Castilles, 2011).

A non-monetary sales promotion can have numerous types of incentives. Most commonly the incentive is called a premium, that is, a tangible reward received for purchasing a product (Burnett, 1993). A premium-based promotion includes a product or service for free or at a lowered price in return for the purchase of one or multiple items or services (d'Astous & Landerville, 2003). The premium can have different forms. It can be an increased amount of the purchased product (same product premium) but it also can be a gift that may or may not be related to the initial product the customer is purchasing (Burnett, 1993; Liao & Ze, 2006). Another dimension of the premium relates to the reward-timing aspect of the premium. A direct premium is received immediately, whereas the delayed premium is delivered to the consumer at a later instance (D'Astous & Landerville (2001).

There have only been few studies on the effectiveness of premium based sales promotions. In their study, d'Astous & Landerville. (2003) concluded that a promotion with an incentive generally increases sales. Some researchers have studied consumer preferences of different aspects of promotion campaigns and characteristics of related premiums. The most notable study result has been that consumers appreciate the campaigns with direct premiums highly more than those with delayed premiums (d'Astous & Jacob, 2002; d'Astous & Landerville 2003; Liao & Ze, 2006). In addition to the reward-timing dimension, research has indicated that consumers prefer a relatively low quantity of products to be purchased in able to receive the premium, they appreciate if the value of the premium is mentioned and respond better to a good product-premium fit (d'Astous & Jacob, 2002; Simonson, Carmon, & O'Curry, 1994). The notion that consumers would rather purchase a low quantity of products in order to receive a premium might sound apparent. However, the marketer should be rational when deciding on the quantity of products needed to receive the premium and the value of the premium. A campaign with a very low amount of products to be purchased naturally will include a low value premium that might not be attractive. On the other hand, like the previous studies concluded, a large amount of products that need to be purchased will no longer trigger consumer purchases, even if the premium is of great value (d'Astous & Jacob, 2002; Simonson et al., 1994).

Consumers also appreciate the promotion when their brand attitude is positive and when the interest in the premium is significant. Finally, consumer behavior such as deal-proneness and compulsive buying tendencies had a definitive impact (d'Astous & Jacob, 2002).

It has been noted that the dimensions of the incentive alone cannot explain consumer perception on the promotion. The product category (convenience goods, shopping goods or specialty goods) has a great impact. As an example, Liao and Ze (2006) found that in the convenience goods category, a same-product incentive, that is, a promotion where the consumer gets an extra amount of the product, works better than a premium. Consumers do not always have a positive response to non-monetary sales promotions. Simonson et al. (1994) found that consumers might feel the premium as an unneeded feature that they are actually paying for. Consumers might even avoid premium-based promotions out of reluctance. This notion of manipulation intent has received a fair amount of acknowledgement (Simon et al., 1994; d'Astous & Landreville 2003; Alvarez & Casilles, 2004).

Some researchers have attempted to identify certain traits in consumers that make them more easily attracted to promotions (Lichtenstein, Burton & Neteneyer, 1997; Laroche, Pons, Zgoll, Cervellon, & Kim, 2006). Although this study will not focus on the consumer traits on deal-proneness, it is good to acknowledge that promotions impose different levels of consumer benefits, mainly utilitarian and hedonic (Chandon, Wansink, & Laurent, 2000). Understanding the two values that might trigger consumer's deal-proneness gives insight to the marketer, when formulating the sales promotion campaign. The premium, for example, must have either utilitarian or hedonic value to the consumer.

b) Digitality in consumption

With the emergence of the computer era, and the Internet, new types of goods have come to market and consumption has taken new digital forms. Digital goods can be of different nature and use. As goods, software, online services, electronic journals, e-books, games, music or video serve a very different purpose but all share a fundamental resemblance as they are all made from bits. Information product, electronic goods, digital products or digital content, virtual products are all synonymous to digital goods (Koiso-Kanttila, 2008; Koukova, Kannan, & Ratchford, 2008). Digital goods can also be categorized in tools and utilities (software), content-based digital products (media) and online services (Hui & Chau, 2002). Essentially, digital goods are conceptualized as bit-based objects distributed through online channels (Koiso-Kanttila, 2008).

Although stored in a physical medium (Rowley, 2008), digital goods are intangible and can only be exposed to visual and hearing senses (Koiso-Kanttila,

2008; Laroche, Yand, McDougall, & Bergeron, 2005). The physical intangibility is an asset for digital goods, as storing is relatively inexpensive compared to tangible goods (Koiso-Kanttila, 2008). Digital products can also be delivered to the consumer instantly. The immediacy of the distribution is an essential feature for digital content, which is also used as a variable in the present study. Another distinctive quality is its extremely homogenous quality (Rowley, 2008). There are practically no production failures and digital content can be duplicated without quality loss, meaning control becomes obsolete.

The intangibility of digital goods has an impact on consumer's decision-making. An intangible good or service does not have the pre-purchase inspection possibilities that their tangible counterparts have (Laroche et al., 2005; Phau & Poon, 2006). The lack of pre-purchase judgments, then translate into increased perceived risk (Laroche et al., 2005). Still, it has been found that in the context of online shopping, non-tangible products are more easily purchased than tangible products (Phau & Poon, 2006).

Many traditional tangible consumer goods have online or digital equivalents (Rowley, 2008) and some companies offer both physical and electronic goods in parallel. As an example, some publishers have both digital and paper publications of books and magazines. Some argue that offering content in both forms in parallel may lead to market share cannibalization (Stahl, Schafer, & Maass, 2004) but the publishers themselves argue that an online presence is necessary and an important part of increasing the reputation of the offline brand, among other benefits (Rowley 2008).

Pricing digital content is challenging, but for this study the perceived value of the digital content to the consumer is even more relevant. To make pricing even harder, the modern Internet user is highly likely to be accustomed to free information, free music and free software (Swartman, Krueger, & Van der Beck, 2006). There are different ways of implementing digital content pricing. Unit price, access based pricing or bundled pricing are some of the most common ones with the addition of offering them free of charge (Koiso-Kanttila, 2008). According to Koiso-Kanttila (2008) offering free content is a tactic used to introduce the new consumer technology. This method called acceptance building (Koiso-Kanttila, 2008). The study of consumer perceptions of the value of digital and information content is rather ambiguous (Rowley, 2008). In the context of sales promotion the value of digital content creates challenges when the marketer tries to find a digital premium, which perceived value would match the deal itself, and the promoted product. Consumers alike will have difficulties in formulating the value of the digital content (Rowley 2008).

One monetary sales promotion technique that has adapted to the digital era is coupon redemption. Although there are no proven specific demographics of consumers that most embrace electronic coupons, it is clear that they have reached the young and educated, that previously weren't a target segment (Chiou-Wei & Inman, 2008). Undoubtedly, there is an income threshold as well as issues relating to technology ownership that limits the potential of electronic campaigning (Chiou-Wei & Inman, 2008). Considering that most of the people in the developed countries have an access to a personal computer, the above-mentioned way of marketing does not exclude any consumers. An example of a digitally adapted non-monetary sales promotion technique is product bundling. The traditional product bundles have consisted of two, usually complementary tangible products (a camera with a lens, stereos with speakers, etc.,) but recently bundles of tangible and digital goods (a paperback book with an e-book) have emerged (Koukova et al., 2008). These examples of modern approaches show the some possibilities how the use of technology can enhance sales promotion tools as we know them today.

II. RESEARCH FRAME WORK

This study investigates consumer perceptions of digital premium based sales promotion campaigns. The research framework is based on studies on premium based sales promotions. d'Astous and Jacob (2002), studied consumer perceptions of traditional sales promotions. In this study, the digital and online properties of the premium are taken into consideration. This study will give an understanding of how consumers perceive digital premiums, but also investigate other aspects of the sales promotion program (Kotler & Armstrong, 2011), namely how the consumer earns the premium and is the premium a delayed or a direct one. Understanding how consumers react to different setups of a sales promotion campaign will result in more applicable managerial implications. The nature of the premium, the immediacy of the premium (Burnett, 1993; Brassington & Petit, 1997; d'Astous & Landerville 2002; d'Astous & Jacob, 2002) and method of earning the premium were selected as digital sales promotion features. Overall appreciation and manipulation intent (d'Astous & Landerville 2002; d'Astous & Jacob, 2002; Simonson et al., 1994) were selected as consumer reaction variables.

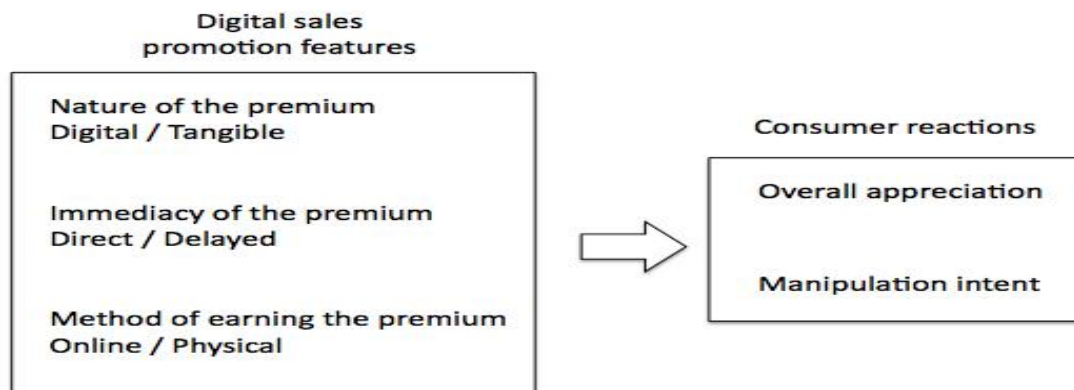


Figure 1 : The research framework for this paper is represented below

Figure 1 Research frame work

Hypotheses of the study are:

- H1. Consumers' overall appreciation of a promotional offer that includes a digital premium is better than of a promotional offer with a physical premium.
- H2. Consumers' overall appreciation of a collectible premium campaign where codes register online is better than of a campaign requiring traditional physical effort.
- H3. Consumers' overall appreciation of a promotional offer that includes a direct premium is better than a promotional offer with a delayed premium.
- H4. Consumers' overall appreciation of a promotional offer that incorporates a digital premium uses an

online earning method and is delivered with no delay, is higher than any other combination of features.

III. METHODOLOGY

This research was a 2 x 2 x 2 full factorial between-subjects design (premium: digital, tangible x earning method: online, physical, x immediacy: right away, after the campaign is over). This method was chosen as it allows interaction between the variables (Malhotra & Birks, 2006). A pretext was not necessary, as the experiment conditions used in the study were

objective in nature with no possibility of false operation. This study is an experimental research (Myers & Well, 2003) conducted in a laboratory environment (Malhotra & Birks, 2006). Each respondent was presented with one alternative campaign advertisement. Eight different advertisements were created to correspond the eight (2 x 2 x 2) different possibilities the different attributes enabled. This way it was later possible to examine how changing one attribute reflected consumers' perceptions regarding the advertisement. The different images were randomly distributed among the respondents who only got to see one version of the tested eight advertisements.

The brand of the promoted product as well as the premium brand was picked because they were both gender neutral. The products were chosen on the assumption that both brands were familiar to the participants. Only one brand was used as the promoted product and another for the premium product and there was no choice between multiple available brands. The advertisements were made from graphics found on the brands' web pages and edited together to create a realistic promotion

a) Measures and data collection

All respondents were students from University of Jos. Respondents were recruited using e-mailing lists from different courses. E-mail was sent with a link to the web-questionnaire. A sample of 135 respondents was randomly assigned to the different advertisements. The respondents' average age was 25 years. 59 % of the respondents were female and 41 % were male.

After the respondents were exposed to the imaginary advertisements, they were asked to answer several questions regarding the overall attractiveness (The general impression of the promotion is good, The promotion is interesting) and perceived manipulation intent of the advertisement (The promotion seems dishonest, The deal makes me feel like I am being manipulated). They were also asked about their attitude towards the brand of the promoted product, Swan natural Spring water (I have a positive image of Swan natural Spring water, Swan natural Spring water is good, Swan is better than other spring waters) and the brand of the premium, News-Watch magazine (News-Watch is an interesting magazine, I like News-Watch magazine, I have a positive image about News-Watch magazine, News-Watch is a magazine of quality, News-Watch is better than the other similar magazines). The participants were also asked about their interest in the product category of the promoted product, Swan natural Spring water (I drink Swan natural Spring water, I am interested in Swan natural Spring water, New Swan natural Spring water interest me, Swan natural Spring water are indifferent to me), and premium product, News-Watch magazines (I am interested in News-Watch magazines, News-Watch magazines interest me, News-

Watch magazines are indifferent to me, I News-Watch magazines). Questions were answered on a seven-point Likert-scale from 1 (Strongly disagree) to 7 (Strongly agree) (Malhotra & Birks, 2006). All scales used in the study were adapted from the scales developed by d'Astous and Landerville (2003).

The web survey results were analyzed using SPSS software. This section will demonstrate the results of analyses that allowed the examination of the differences between the advertisements, as well as the interactions between different features of the premium promotion advertisements. Tables and charts were included to add coherency.

b) Definition of variables

The data had good qualifications for executing a factor analysis (KMO 0.828, $p < 0,001$). The scale data were subjected to principal axis factoring (commonalities > 0.3). The rotation method was Varimax with Kaiser normalization and it was converted in five iterations. The rotation showed six factors that represented 72.4 % of the total variation. With respect to consumer reactions toward the offers, two factors were extracted (Eigenvalue > 1). Together they explained 12.9% of the total variation. Two items ("The overall image of the offer is positive", "The offer is interesting") loaded highly (average loading = 0.71) on the first factor that interpreted as "overall appreciation" of the promotional offer. The second factor loaded (average loading = 0.73) on items relating to manipulation ("The offer appears to be dishonest", "The offer makes me feel I am being manipulated"). This factor was interpreted as "manipulation intent" of the promotional offer.

c) Anova models

One-way ANOVA models were made to analyze the experimental data (Keppel, 1991). A preliminary analysis of variance was executed to be able to see if consumer appreciation and perception of manipulation intent vary across the eight different versions of the campaign advertisement. Overall appreciation and manipulation intent were used as dependent variables and the between-subject factor was the different versions of the advertisement. Results showed that there were significant differences in the means of the two dependent variables across the eight versions of the advertisement. In the case of overall appreciation, the differences were statistically significant ($F = 2.73$, $p < 0.05$).

Succeeding the preliminary analyses, ANOVA models were conducted. The first analysis of variance included overall appreciation of the promotional offer as a dependent variable and the second included manipulation intent as a dependent variable. For both models, the between-subject factors were the premium type (physical/digital), earning method (traditional/online) and immediacy (direct/delayed).

Covariates (brand attitude towards the product, brand attitude towards the premium, Interest in the product category and interest in the premium category) were

also used as independent variables. The results of the two ANOVA models are presented in

Table 1 : F statistics for the main effects are presented

Source of variation	Dependent variable	
	Overall appreciation <i>F</i> -statistic	Perceived manipulation intent <i>F</i> -statistic
Interaction (A x B x C)	2.73**	0.68
Nature of the premium (A)	0.42	0.1
Method of earning the premium (B)	0.34	2.48
Immediacy of earning the premium (C)	8.91**	0.31
Brand attitude towards the product	0.78	1.75*
Brand attitude towards the premium	0.69	1.09
Interest in the product category	0.90	0.61
Interest in the premium category	1.35	0.65

Notes: * $p < 0.1$, ** $p < 0.05$

Table 1 Anova Result

It can be seen that in the case of the overall appreciation, the triple interaction between premium types, earning method and premium immediacy were significant. Of the individual premium promotion features, premium immediacy had a statistically significant impact (H3a: $F = 8.91$, $p < 0.05$) on overall appreciation. The descriptive-chart shows the highest mean ($= 0.36$) on version number seven, which represented the advertisement where the consumer would use the online method to earn a digital version of the premium and receive it immediately (H4a supported). The lowest mean ($= -0.71$) loaded on version number six, which represented the advertisement that used traditional earning methods and a delayed digital version of the premium. Out of the covariates, the negative brand attitude towards the product was seen more manipulative. The result was notable, but not significant ($F = 1.75$, $p < 0.1$).

Figure 3 presents the output of the nature of the premium x premium immediacy x earning method interaction means in relation to the overall appreciation measure. The first plot represents the tangible premium output and the second represents the output for the digital premium. The higher mean represents a higher overall appreciation. The interaction means patterns represent the impact of premium immediacy on both the tangible and digital premium. In the case of the tangible premium, it can be interpreted that there is a slight preference to a direct premium although it is not drastic. However, in the case of the digital premium, the interaction pattern demonstrates clearly how consumers much rather receive the premium immediately. If the

premium is to be received with delay, the online earning method is more favorable, but nevertheless not appreciated. Overall, the pattern of interaction showed that the feature that is most relevant to overall attractiveness is the premium immediacy whenever the premium is received directly, it is more appreciated.

IV. DISCUSSION

The results show that in the context of the study as an individual feature, there is not a clear consumer preference between a digital good or its tangible counterpart. Consumers found the digital version of the News-Watch magazine as attractive as the printed publication. The manipulation intent between the two options was equally neutral. This finding somewhat stands against the previous studies that implied the lack of physical pre-purchase judgments would increase perceived risk (Laroche et al., 2005). It was surprising that the earning method, as an individual feature, did not matter significantly. Assuming that it is easier for the customer to input codes online versus via traditional mail, the amount of involvement needed by the consumer to earn the premium did not have a direct impact on the appreciation of the promotion or manipulation intent. The immediacy of the premium as an individual trait of the campaign did however have significant impact. Consumers highly appreciate being able to receive the premium without delay. Results on the questions regarding immediacy are valuable, as they validate the use of digital goods as premiums because of their ability of being rapidly distributed.

Although the digitality of the premium or the ability to load the codes online were not noted positively as individual features, the interaction between the three features reveal interesting results. Out of the eight versions of the advertisement, the most appreciated was indeed the one that offered a digital version of the News-Watch magazine immediately when the consumer had loaded 3 codes online. The advertisement that was seen least manipulative, had the same digital/online premium features, but surprisingly offered the incentive to delay. Although high appreciation and low manipulation intent might not correlate directly, the results still indicate, that the digitizer of the premium and its online earning method could be stand out features. What the most appreciated and least manipulative versions of the advertisement had in common was that they presented a digital premium and online earning method. Sending the codes via physical mail was the common feature in the least appreciated and most manipulative versions of the advertisements. The investigation showed the importance of not only measuring individual features of the campaign, but also the interaction between different variables to make a thorough comparison of all possible combinations of features.

V. CONCLUSION AND IMPLICATIONS

This study contributes to previous research of non-monetary sales promotion by offering insight to consumer preference of digital and online adaptation of sales promotion campaigns. Previous studies within the field have not considered digital goods as alternatives to traditional tangible premiums. Because of the unique characteristic of digital goods, it is not only a simple matter of considering one incentive over another. The most distinctive trait of the digital good, its intangibility, offers a solution to some logistical issues associated with the traditional premium. The result presented throughout this study supported the digital adaptation of non-monetary sales promotion. It was reported that digital goods are equally or even more appreciated than their physical counterparts. Furthermore, consumers did not perceive the digital premium as being manipulative. It was interesting to find that the online method of inputting promotional codes was perceived better than the alternative of sending them via traditional mail.

Beginning from the most evident beneficial trait, digital goods offer logistical simplicity. For one, their intangibility renders questions of storage and transport irrelevant. Traditionally, the premiums are mostly produced in Asia and possibly stored in several locations before reaching their final destination. Transportation and freight costs can account for over a third of the price of the premium. In addition to financial losses, the time-consuming production and sea freight

can take up to four months. Because of the time constraints, premium sales promotion campaigns need to be planned several months ahead. The digital alternative could enable more spontaneous and up-to-date promotions, meaning that the marketer would be able to respond to upcoming trends more quickly and take advantage of sudden events. For instance, in the case of an unexpected national soccer victory, the marketer could set up a promotion where the consumer could download the winning theme song of the team as an incentive for a purchase. In the same way, the digital premium promotion allows for rapid localization in other markets, if the promotion is found to be successful in one market.

As a whole, using digital goods as premiums allows certain flexibility. As an example, some premiums like clothing accessories have been sizing issues or are either for boys or for girls. Traditionally, the marketer has not been able to offer several different options for consumers to choose from, as there has been a risk that the least pleasant option would have been overshadowed and overstocked. Digital content is often charged by the download, so the company offering it as an incentive will not need to fear about goods remaining in stock if they are not popular. The digital premium also brings other reliefs to the marketer because of its homogenous quality. Still, although there are no production defects in digital goods, the digital infrastructure is vulnerable if not properly set up.

As the consumer uses online channels to receive the digital goods, there is a good potential for additional brand exposure. A skillfully made campaign website should offer the consumer further stimulus and interesting content to get him/her more involved with the brand. In the present day, consumer contracts, especially those of a deal-prone consumer segment, are very valuable. If they are collected, the marketer will end up having an extremely valuable database at the end of the campaign. Considering all positive traits of the digital adaptation of the non-monetary sales promotion, the end result is beneficial to the consumer as well as the marketer. The marketer can offer the consumer freedom of choice and deliver the goods instantly. The campaign will be contemporary, adaptive and even allow interaction with the consumer. Something the marketer can also experiment with is the parallel use of both a digital good and a physical premium. An example of such would be that the give-away of a promotion would be a pair of 3D glasses. Inside the pack could then be a code that can be typed online to view a 3D film. The possibilities are endless, but the idea would be that the physical and digital goods complement each other to create something new and exciting for the consumer.

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