Surprise?!

An Investigation of the Long-term Effectivity of Surprise on Gift Promotions

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Abstract

Although free gifts with purchases are becoming more common in the market place, marketers struggle to design profitable promotional campaigns. This study provides a framework to predict when the element of surprise will have a long-term beneficial or detrimental effect on free gift promotions. An online experiment using a 2 (consumption context: affective versus cognitive) $\times$ 3 (gift promotion: certain situation, uncertain surprise situation, complete surprise situation) between-subjects design finds that customers in an affective and cognitive consumption context have different reactions to gift situations that differ in surprise intensity. Customers that experienced the complete surprise situation in an affective consumption context, have significantly higher repurchase intentions compared to customers in the cognitive consumption context. The surprise is highly unexpected and therefore creates an element of fun that matches the goal of the affective customer to enjoy the shopping experience. In contrast, customers in a cognitive consumption context like the complete gift situation less, as they appreciate to have as much information as possible to make their shopping experience quick and easy. Furthermore, affective customers that experienced the complete surprise situation have higher repurchase intentions compared to affective customers that experienced the 50% / 50% chance of getting one of two possible gifts (uncertain situation) and especially compared to when the type of gift is given (certain situation). This result further supports the idea that affective customers appreciate a high degree of surprise as it leads to significant higher repurchase intentions. This research has both theoretical implications for research on long-term effects of free gift with purchases and differences in surprise intensity and practical implications for marketing managers designing and implementing promotions.

Introduction

Sales promotion is an important element of the marketing mix and is extensively used by companies (Sujata et al., 2016). Different promotion tools have been proven to lead to different outcomes (Montaner & Pina, 2008). Whereas price promotions may have an injurious effect on brand image, the use of non-monetary promotions – e.g. gifts – could lead to higher brand evaluations and even help to create a positive brand image (Boulding, Lee & Staelin, 1994; Papatla & Krishnamurthi, 1996; Mela, Gupta & Lehmann, 1997; Montaner & Pina, 2008). Furthermore, monetary promotions are often viewed as reduced losses and non-monetary promotions are more likely to be seen as segregated gains (Lowe & Barnes, 2012). As such, non-monetary promotions will be viewed more favourably than monetary promotions like price discounts. Another reason to switch to non-monetary promotions is the tough cutthroat price competition (Foubert et al., 2014). Given the possible negative effects disadvantages of monetary promotion, non-monetary promotions are gaining popularity (Obeid, 2014). Consequently, manufacturers and retailers increasingly rely on non-monetary promotion techniques. (Foubert et al., 2014).

A non-monetary promotion that is extremely common in the market place is the offer of a free gift with the purchase of a product or service (Laran & Tsiros, 2013). The cosmetics industry is the greatest user of free gifts with purchases, however such promotions are being picked up and used more often in other industries as well (Raghubir, 2004). Free gifts with purchases have been shown to cause a positive effect on sales (Montaner & Pina, 2008). However, marketers continue to struggle to design effective and profitable promotional campaigns (Laran & Tsiros, 2013). Moreover, manufacturers tend to rely on their experience and intuition when making decisions about gift promotions (Hiam, 2000; d'Astous and Landreville, 2003). Therefore, gift promotions may not always achieve the desirable outcome. (Gedenk et al., 2004).

Different scenarios have been explored to test how the outcome of gift promotions could be increased. A recent factor that has been investigated is the element of surprise (Laran & Tsiros, 2013). Surprising customers has been recognised as an important strategy to create memorable experiences (Vanhamme & Bont, 2008). In some purchase situations, customers know beforehand what the free gift contains. This is the case when a company decides to announce the specific gift within the promotional campaign. A different strategy is to offer a set of possible gifts but keeping it a surprise which one the customer will receive and thus create a form of uncertainty. Both strategies have been proven to increase short time purchase

intentions in different situations, depending on the context being cognitive or affective (Laran & Tsiros, 2013). A customer in a cognitive context views shopping as a necessary action to achieve their goal, while customers in an affective context focus on enjoying the experience. A surprise is not appreciated in a cognitive context and thus has a less positive effect on short time purchase intentions, because this would imply that the customer does not possess all the possible information to make the correct decision. Surprise may be experienced positively in an affective context because customers look for cues that associate the purchase with the affective way he or she is approaching the situation (Laran & Tsiros, 2013). Therefore, customers in an affective context might be more open to receiving a surprise gift and thus evaluate the gift more positively.

However, a company could also decide not to announce the set of possible gifts to the customer and present a gift as a surprise when the product/service has been purchased (e.g., receiving an unannounced bottle of wine after paying for dinner at a restaurant). The customer is unknown of the fact that he/she will receive a gift and the gift is therefore a complete surprise until the purchase. Although different levels of surprise can cause different reactions from customers (Derbaix & Vanhamme, 2003), knowledge on this type of gift situations is scarce (Zhu et al., 2015). This study will contribute by exploring the certain, uncertain and a new ''complete'' surprise gift promotion situation in one study, in both affective and cognitive context. Furthermore, current research on surprise gift promotions has focussed on short-term purchase intentions instead of long-term effects (Laran & Tsiros, 2013). However, repeat purchasing is critical for the survival and success of any company (Chiu et al., 2014). Therefore, this study will contribute by exploring the possible effects on long-term repeat purchase intentions; the subjective probability that an individual will continue to purchase products/service from the company in the future (Chiu et al., 2012).

Regarding the possible positive effects of gift promotions, but the incomplete research on gift promotion surprises and long-term repeat purchase effects; the following research question is conducted:

What effects do different surprise gift situations have in the end on long term repurchase intentions when moderated by the consumption context being affective or cognitive?

As mentioned, marketers struggle to design effective and profitable promotional campaigns (Laran & Tsiros, 2013). Research is needed because understanding how customers perceive gift promotion is relevant for developing effective strategies (Buil et al., 2013). Furthermore, the reciprocal nature of gifts makes promotion gifts interesting to marketers and

managers. Variables that influence customer reactions to promotional gifts have been proven to increase reciprocation likelihood (Bodur & Grohmann, 2005). Reciprocity is often used by anthropologists, socialists and psychologists to explain gift exchange behaviour. The basis of the norm of reciprocity refers to a general basic tendency, found in most societies, to help others or give back to the ones who have helped the receiver in question in the past (Gouldner, 1960). Therefore, it relates to repeat purchasing, which is essential for any company to survive (Chiu et al., 2014). Studies have proven the nature of this reciprocal cycle in practise and have shown that companies can therefore use gifts to their benefit when presented right (Bodur & Grohmann, 2005).

Theoretical Background

The general gift exchange process

Gift-exchange behaviour has been modelled by describing the behaviour of both givers (company) and receivers (customers) at various stages of the process (Sherry, 1983). This model gives an overview of the general gift-exchange process and provides structure. Three stages are distinguished within the gifting-process: the gestation stage, prestation stage and reformulation stage.

The gestation stage includes all behaviour that occurs before the actual gift exchange and is the duration where the gift is transformed from a concept to a material form. It is the start of creating or strengthening a bond (Sherry, 1983). The giver conducts an internal research of the conceptions of self, the receiver and gifts.

The actual exchange of the gift occurs during the prestation stage. Both the giver and the receiver are present and important in this stage as both are attentive to the time, place and mode of gift-exchange. As the giver hands over the gift to the receiver, the giver is directly concerned with the response of the receiver. Firstly, the receiver evaluates the content of the gift. Secondly, the receiver turns to the giver and communicates his judgement. The giver in turn evaluates the verbal and nonverbal judgement of the receiver according to the giver's intentions. Both the giver and the receiver experience an outcome varying from satisfaction to disappointment. This affective outcome is determined by the mode of presentation and by the gift itself.

The reformulation stage is the final stage and focusses on the disposition of the gift. The gift may be consumed, displayed or stored. In a more negative reaction, the gift could be exchanged, rejected or discarded. Depending on the assessments of the reciprocal balance, the bond between the partners will be strengthened, affirmed, attenuated or severed.

This research focusses on non-surprise and different surprise situations. A positive reaction to a free gift with purchase is necessary for a promotion to be effective and cause, for example, purchase intentions (Bodur & Grohmann, 2005). Therefore, this research will analyse the evaluation during the prestation stage. Results will in turn provide information that is useful within the gestation face. The gestation face is concerned with questions like: What is an appropriate gift? What factors encourage or discourage ongoing reciprocity and on what occasions are gifts given? (Sherry, 1983). Investigating when different surprise gift

situations are effective will further close the answer to these questions and help marketers to design their gift promotions.

Business to Customer Gifts

The term 'gift' refers to the non-monetary gift as opposed to monetary gifts (e.g. price cuts, coupons, rebates); so it refers to the free gift instead of the free product (Bodur & Grohmann, 2005). Non-monetary gifts are known to have different effects on outcomes compared to monetary gifts. For example, the frequent use of price promotions have shown to lower brand image whereas non-monetary promotions lead to a higher assessment of brand image (Montaner & Pina, 2008). Furthermore, non-monetary promotions are less likely to negatively influence perceived quality and brand associations (Montaner et al., 2011) and can help to differentiate and communicate distinctive brand attributes (Papatla and Krishnamurthi, 1996; Mela et al., 1998; Chu and Keh, 2006). Consequently, gifts are becoming increasingly important in promotional strategies (Raghubir, 2005; Palazon and Delgado, 2009a). However, current research has focused on monetary promotions (Montaner et al, 2011) and the effectiveness of gift giving in a business to customer domain is scarce (Bodur & Grohmann, 2005).

Prior research has provided some insights into variables that may influence the effect of gift promotion strategies (Buil et al., 2013). For example, customers respond positive to promotional gifts when they have a strong relationship with the company and when the request for reciprocation is implicit. In contrast, a higher gift value does not necessarily lead to more positive customer reactions (Buil et al., 2013). Furthermore, overall reactions to gift promotions are more positive when both the brand promoted has high equity and the fit between the promoted product and the gift is perceived as high (Montaner et al., 2011). Regarding recipient characteristics, people who tend to score high on deal proneness react more positively to gift promotions. Whether the promoted product has a utilitarian nature (products that are viewed as more functional an instrumental) or hedonic (products that are linked to experiential consumption) nature has no difference on the customers' reaction. Despite these results, more variables might still be important in developing successful promotion strategies (Montaner et al., 2011; Bodur & Grohmann, 2005). For example, the element of surprise is a relatively new and underexposed variable that has been recognised to affect customer reactions to gift promotions (Laran & Tsiros, 2013; Zhu et al., 2015).

''Surprising'' in a business environment

The business environment is highly competitive; companies need to go beyond satisfying customers to ensure long-term loyalty and growth (Gyung Kim & Mattila, 2013). To achieve this, companies should add new and extra aspects to their products and services (Pine & Gilmore, 1999). Therefore, surprising customers has been recognized as an important strategy to create memorable experiences (Vanhamme, 2008). Expectation is often viewed as the core concept of surprise (Whittlesea & Willams, 2001). Consequently, a surprise occurs when a customer experiences an unexpected product or service (Vanhamme & Snelders, 2001).

Surprises have been proven to lead to different positive outcomes in various business contexts. An unexpected advertisement produces more favourable evaluations towards the add and creates more message involvement (Lee, 2000). Furthermore, unexpected next-purchase coupons lead to higher purchase satisfaction compared to advertised coupons (Chatterjee, 2007).

The decision affect theory explains the possible effect of surprise (Mellers et al., 1997). The effect of surprise is that emotional experiences are enhanced. The effect can be so strong that objectively better deals are experienced less pleasurable compared to unexpected objectively worse deals. For example, an unexpected $9 win is found to be more enjoyable than an expected $17 win.

Although the element of surprise can be an efficient marketing tool, some situations are more appropriate compared to other situations (Lindgreen & Vanhamme, 2003). For example, depending on the context being affective or cognitive, different surprise gift promotions have been proven to have different effects (Laran & Tsiros, 2013). Furthermore, multiple types of gift surprise situations are imaginable and, for instance, research on the gift promotion where the unannounced gift is presented as a surprise after the purchase has been done stays underexposed (Zhu et al., 2015).

Surprise gift situations

A surprise gift can be presented to customers in various ways. Laran & Tsiros (2013) have started exploring and comparing two different surprise gift promotion situations. (1) Companies can choose to communicate what the free gift is (e.g., ''buy a phone and get a set of earphones for free''). (2) A different strategy is to communicate a set of possible gifts but make it uncertain and keep it a surprise which one the customer will get (e.g. buy a phone and

get a set of earphones or a phone case for free). The important difference is that the customer experiences certainty in the first situation and uncertainty/surprise in the second situation. In this situation, the surprise refers to which gift customers will receive. Uncertainty could affect possible evaluations in both a negative or positive manner (Laran & Tsiros, 2013). For example, people could value an uncertain reward less than the worst possible reward (Gneezy et al., 2006) and being unaware of a certain outcome may make people less likely to take action (Tversky & Shafir, 1992). However, the resolution of surprise could also be experienced as pleasurable (Wilson et al., 2005) and customers might experience more positive feelings when the prize from a lucky draw is uncertain (Bar-Anan et al., 2009). Uncertainty can thus lead to both positive and negative outcomes, therefore it could be difficult for managers to choose between implementing an uncertain or certain gift promotion.

In addition to the findings of Laran & Tsiros (2013), more gift surprise situations are imaginable that might have different effects. This study will explore the gift promotion situation where (3) the unannounced gift is presented as a surprise after the purchase has been done (e.g. an unannounced bottle of wine is given after a dinner at a restaurant). In this situation, there is no preannounced gift nor an announced possible set of gifts. The customer is completely unaware of the fact that a gift will be given. Knowledge on this type of gift situations is scarce (Zhu et al., 2015). Furthermore, no research has taken into account all three possible gift situations.

Promotion evaluation

The overall evaluation of a gift promotion is the result of a set of cognitive and affective responses that refers to the assessment of a particular gift promotion (Buil et al., 2013). As described, the customer evaluates the gift and its presentation during the prestation stage (Sherry, 1983). It is an important aspect of the gift-exchange process because it determines the satisfaction or dissatisfaction of the gift. Non-monetary promotions are evaluated differently than monetary promotions (Chandon et al., 2000). The reason to this is that customers experience different benefits regarding these two kinds of promotions. Monetary promotions are mainly evaluated on the cost saving benefits, quality benefits (i.e. increase in the quality of the purchased product), convenience benefits (i.e. reduction in decision costs) and value-expression benefits. On the contrary, non-monetary promotions are primarily evaluated on benefits, opportunities for value expression, entertainment and exploration.

Considering that a surprise in general can both be evaluated positively or more negatively, no big difference is expected to occur between the three described gift promotion situations. Therefore, the following hypothesis is conducted:

H1: The three gift promotion situations will each have a similar positive effect on promotion evaluation

Repeat purchase intentions

Promotional gifts have a positive effect on short-term sales (Laran & Tsiros, 2013). A reason to this is that gift promotions lead to higher purchase intentions. Purchase intentions can be defined as the possibility that customers will plan or be willing to purchase a certain product or service in the future (Dodds et al., 1991). Purchase intentions are an important indicator as it forms a positive brand commitment, which drives customers to make actual purchases (Shiffman & Kanuk, 2007). The effect of gift promotions on purchase intentions and the effect of several drivers (e.g. surprise / no surprise) have been confirmed in multiple studies (Buil et al., 2013; Laran & Tsiros, 2013). The effect on long-term repeat purchase intentions stays underexposed, despite that repeat purchasing is critical for the survival and success of any company (Chiu et al., 2014). Repeat purchase intentions are the subjective probability that an individual will continue to purchase products/service from the company in the future (Chiu et al., 2012). It is believed that customers base their decision to make a repeated purchase primarily on value judgements resulting from whether past consumption experiences helped customers achieve their goals (Chiu et al., 2014). Therefore, it is likely that a high evaluated experienced gift promotion will lead to higher repeat purchase intentions in the future.

The effect of gifts on repeat purchase intentions could be explained by the norm of reciprocity. Reciprocity refers to the probability that an individual reciprocates after having received a benefit (Bodur & Grohmann, 2005). A form of reciprocity within the context of business to customer is repaying the company with a return benefit, for example store choice and purchases (Rynning, 1989). Adequately repaying the giver creates an obligation to give on the original givers side, which repeats the reciprocal cycle of gifts (Mauss, 1954). The receiver might choose to consume, display or store the gift. However, for a particular reason, the receiver could decide to exchange, reject or discard the gift (Sherry, 1983) possibly breaking the reciprocal cycle. Depending on the assessments of the reciprocal balance, the bond between the giver and receiver will be strengthened, affirmed, attenuated or severed

(Sherry, 1983). An attractive gift promotion situation helps to increase the reciprocation likelihood and to keep the reciprocal cycle alive (Bodur & Grohmann, 2005).

The evaluation or attitude that customers have towards a promotion is positively correlated to intentions (Buil et al., 2013). The theory of reasoned action by Fishbein & Ajzen (1975) is often used to describe the relationship as it explains the interaction between attitudes or evaluations and behaviour (Buil et al., 2013). It states that attitudes can be used to predict individuals' behaviour. The attitude towards promotions have been shown to positively correlate with the willingness to buy (Vaidyanathan et al., 2000) and high evaluated promotions have been found to enhance customers' preference for a store (Thang, 2003). Moreover, a positive reaction is seen as necessary to cause reciprocation likelihood (Bodur & Grohmann, 2005). Therefore, the following hypothesis is conducted:

H2: As the customer evaluates the promotion more positively (negatively), the repeat purchase intentions increases (decreases)

Consumption context; affect and cognition

The context of consumption is critical for predicting customers´ responses to the service experience (Oliver et al., 1997). An important distinction can be made between the contexts of utilitarian and hedonic shopping. Customers in a utilitarian context might shop with a specific goal in mind, seek cognitively oriented benefits and view shopping as a necessary effort to achieve their goal. Otherwise, customers in a hedonic context might shop because they enjoy it, they want to be engaged in the shopping experience and focus more on fun instead of efficiency (Scarpi, 2012). Therefore, hedonic consumption is more ''affectively rich'' and emotionally driven compared to utilitarian consumption which is cognitively driven (Botti & McGill, 2011). All-in all the distinction is made between hedonic consumption evoking affective thinking versus utilitarian consumption evoking cognitive thinking (Botti & McGill, 2011).

Affect and cognition have been proven an important factor in different free gift with purchase situations (Laran & Tsiros, 2013). Depending on the context being affective (e.g. buying a phone for personal use only) or cognitive (e.g. buying a phone for work purposes only), customers have different purchase intentions to certain and uncertain gift promotions.

Customers appreciate the uncertain gift situation where a possible set of gifts is

announced in an affective context. A customer making an affective consumption might look for cues that associate the purchase with the affective way he or she is approaching the situation (Laran & Tsiros, 2013). Customers in an affective context appreciate surprises more than customers in a cognitive context because their goal is also to enjoy the consumption experience and will thus evaluate the certain gift promotion situation less positive. Customers in a cognitive context will evaluate the promotion more positively in the certain gift promotion situation. The uncertain gift promotion situation might be evaluated less positive, because the customer in a cognitive context did not feel like all necessary information was available to reach its goal to make the right decision.

Considering that customers base their repeat purchase intentions primarily on value judgements from whether past experiences helped customers achieve their goals (Chiu et al., 2014) and that a positive evaluation is necessary to cause reciprocation likelihood (Bodur & Grohmann, 2005), the following hypotheses are conducted:

H3: In a cognitive consumption context, the certain gift promotion situation results in a higher promotion evaluation (and thus in the end higher repurchase intentions) compared to the affective consumption context

H4: In an affective consumption context, the uncertain gift promotion situation results in a higher promotion evaluation (and thus in the end higher repurchase intentions) compared to the cognitive consumption context

The knowledge on the complete surprise situation, where the unannounced gift is presented as a surprise after the purchase has been done, is scarce (Zhu et al., 2015). As discussed before, customers in an affective context are more open and might even appreciate surprises unlike customers in a cognitive context who dislike surprises (Laran & Tsiros, 2013). A surprise occurs when customers experience unexpected products or services (Vanhamme & Snelders, 2001). The degree of unexpectedness determines the intensity of the surprise. The unexpectedness of a surprise could be influenced by the amount of information given to the customer (Reisenzein, 2000). Therefore, it could be argued that the expectedness, and thus the surprise intensity, of the certain and uncertain gift promotion situation is lower compared to the complete surprise situation. The reason tot this is that, in the certain and uncertain gift situation, the customer decides to participate in the promotion before the actual purchase decision is made. Therefore, after the purchase decision to buy the promoted product is made, the customer expects to receive a gift. However, in the complete surprise situation,

both the promotion itself and the fact that a gift will be received are unexpected. The intensity of a surprise correlates highly with the WOM customers produce (Derbaix & Vanhamme, 2003). In turn, positive WOM is not only effective for gaining but also for keeping customers (Garnefeld et al., 2011). On the contrary, customers in a cognitive context might not appreciate the complete surprise situation because during the consumption they are focussed on retrieving all necessary information (Laran & Tsiros, 2013). However, in the complete surprise situation both the promotion and the gift are a surprise to the customer. Therefore, the following hypotheses are conducted:

H5: In an affective consumption context, the complete surprise gift promotion situation results in a higher promotion evaluation (and thus in the end higher repurchase intentions) compared to the cognitive consumption context.

Visualizing the explained variables and their hypothesized effects, the following conceptual model *(Figure 1)* is conducted:
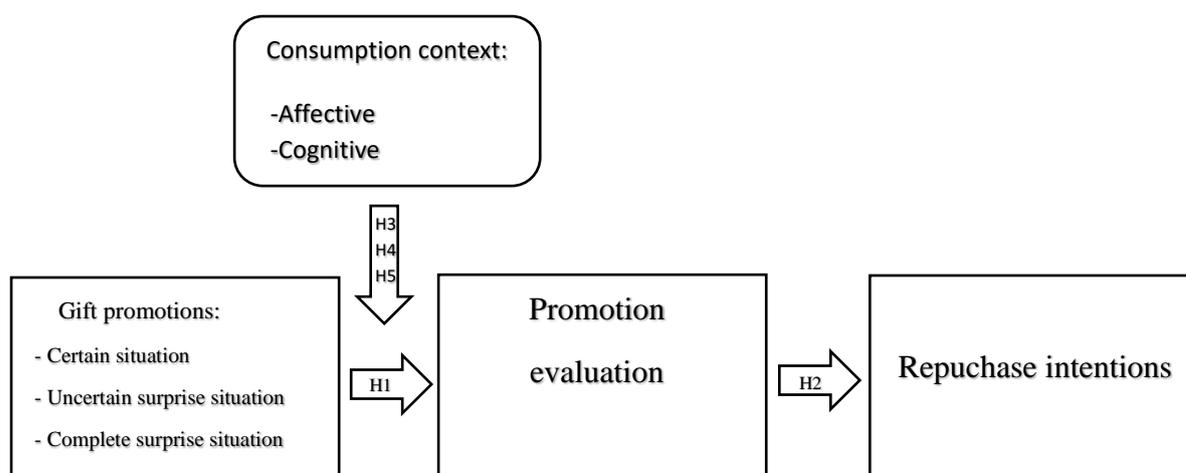

Figure 1: conceptual model

Methodology

Method

The study was employed using an online experimental design. An experimental design is appropriate to be able to manipulate for the different gift situations and to be able to compare the moderator variable using affective and cognitive stimuli. It enables the understanding of the proposed causal processes. The design was a 2 (consumption context: cognitive versus affective) $\times$ 3 (gift promotion: certain situation, uncertain surprise situation, complete surprise situation) between-subjects design. Exploring different gift situations using an online experiment was a validated research method (Laran & Tsiros, 2013) and was an efficient way to reach the population.

Design

Participants were instructed that they would participate in a shopping experience study. To ensure the quality of the research the design is conformable to the validated study of Laran and Tsiros (2013). The consumption experience was manipulated by telling participants in an affective context to imagine the following: ''Imagine that you have a day off and decide to go to town with a friend for some relaxation. You decide to enter an electronics store to look around. Your eye falls on the range of tablets. A new tablet, for personal use, actually comes in handy and you decide to inform yourself about the different options.'' Participants in a cognitive context were told to imagine the following: ''Imagine that you need a new tablet for your work in the short term. That is why you decide to visit the nearest electronics store. You will find the range of tablets and you decide to inform yourself about the different options.'' In the certain and uncertain gift promotion situation, participants were told: ''You are looking for options, when the employee tells you that some tablets involve a free gift and then decide to buy one of the tablets that fulfils your needs and involves a free gift.'' In the certain situation, participants were told they would receive a tablet cover. In the uncertain surprise gift situation, participants were told there was a 50% chance they would receive a tablet cover and a 50% chance they would receive earphones. In contradiction to the certain and uncertain situation, participants in the complete surprise situation were told they would receive a tablet cover, after the purchase decision was made, at the counter. Participants were randomly assigned to one of the possible situations. Participants where then asked to indicate the promotion evaluation (Chandon et al., 2000; Büttner et al.,2015) and the likelihood of

repurchase (Parasuraman et al., 2005). A pre-test was performed to ensure that the gifts were high in value and therefore attractive enough to prime the participants (Bodur & Grohmann, 2005). Participants were asked to indicate the value of different products and the two products that were closest in value and had the least dispersion were chosen (1= ''no value at all,'' and 10 = ''a lot of value''). Furthermore, a manipulation check was performed to check the experienced degree of affect and cognition (Laran & Tsiros, 2013). Finally, questions were asked about demographics.

Sample

Participants, who were at least 18 years of age, were selected to participate in the described experiment. An online questionnaire was spread to reach as many participants as possible. To reach this goal, a convenience sample was used to reach the desired amount of participants. Therefore, it was possible to reach relatively many people in a short period of time. In the period of April 4 till April 24 a total of 165 participants were reached with an average age of 35,69.

Analysis

After the data cleaning and factor analysis was performed, repurchase intentions became the main dependent variable. An ANCOVA was performed to test the effect of the categorical variable (gift situation) on a continuous variable (repurchase intentions). The ANCOVA allowed to control for the demographics. Furthermore, an interaction effect was added (affective / cognitive consumption context x gift situation) and a Post-Hoc test gave closer insight into how effects might differ among groups.

Tablel 1: Operationalization

Variable	Scale	Items
Repurchase intentions	Parasuraman et al., 2005)	1. If I could, I would like to continue using this store to purchase products. 2. I plan to continue using this store to purchase products in the future. 3. It is likely that I will continue purchasing products from this store in the future
Promotion evaluation	Chandon et al., 2000) Büttner et al., 2015)	1. I like this promotion a lot 2. I wish there were more promotions like this and 3. This promotion is interesting

Tablel 1: Operationalization

Repurchase intentions	Parasuraman et al.,	1. If I could, I would like to continue using this store to purchase products.

Results

Pretest

A pre-test (N = 50) was performed to ensure that valuable gifts were used in order to prime the participants during the study. The Dutch participants were 20 males and 30 females people with an average age of 30, 96, a median of 24 and a modus of 23 (table 2 & 3). The participants were rather young and not representative for The Netherlands as a whole. A list of possible gifts was valued (1 = "no value at all," and 10 = "a lot of value") and showed that the tablet cover (M = 7, 92) and the earphones (M = 6, 71) were perceived to have the highest value to the participants. Moreover, the tablet cover has the lowest standard deviation (SD = 1,778), suggesting that there is a relatively high consensus on the value of the gift. Therefore, the tablet cover was chosen to be the gift in all three gift situations. The earphones score higher on standard deviation (SD = 2,678), suggesting that there is less conformity on the value of this possible gift. However, this standard deviation is normal compared to the other possible gifts and the difference in mean value with other relatively high valued gifts is high. Therefore, the earphones are chosen as the second possible gift in the uncertain gift situation.

Table 2:Pres-test Gender

	Frequency	Percent
Male	20	40
Female	30	60
None	0	0
Total	50	100,0

Table 3: Pre-test Age

	Age
Mean	30,96
Median	24
Modus	23

Tabel 4: Pre-test Results

	N	Minimum	Maximum	Mean	Std. Deviation
Tablet cover	49	1	10	7,92	1,778
Power bank	49	1	10	5,04	2,525
Earphones	49	1	10	6,71	2,598
Headphone	49	1	10	4,53	2,678
Tablet pen	49	1	8	3,16	2,221
Clickable keyboard	49	1	10	4,49	2,859
Car holder	49	1	10	3,71	2,872
Car charger	49	1	10	4,78	3,077
Holder	49	1	10	4,88	2,690
Cleaning set	50	1	8	3,98	2,369
Charging dock	48	1	10	4,88	2,833

Demographics and data cleaning

After the pre-test had determined that the tablet cover and earphones would be used to prime the participants, the experiment was performed. First, the demographics were checked to judge the external validity and the data was cleaned to improve internal validity. To prevent bias, participants that did not complete the research were excluded. After data cleaning, participants were 165 Dutch people with an average age of 35, 67, a median of 27 and a modus of 23 (table 6). This showed that the participants were rather young compared to the demographics of The Netherlands as a whole, which may have consequences for the external validity. The male, (48, 5%) female (50, 9%) and other genders (0, 6%) were equally divided among the gift situations and consumption contexts creating six different situations, excluding gender bias (table 5 & 7).

Table 5:Gender

	Frequency	Percent
Male	80	48,5
Female	84	50,9
None	1	0,6
Total	165	100,0

Table 6: Age

	Age
Mean	35,67
Median	27
Modus	23

Table 8: Cronbachs Alfa

	Cronbachs Alfa
Repurchase intentions	0,925
Promotion evaluation	0,909

Table 7: Participants divided among situations

Gift Situation	Consumption Context	N
Certain Situation	Affective	27
	Cognitive	28
	Total	55
Uncertain Situation	Affective	26
	Cognitive	29
	Total	55
Complete Surprise Situation	Affective	30
	Cognitive	25
	Total	55
Total	Affective	83
	Cognitive	82
	Total	165

Scale reliability and validity

The preparation continued by performing a Cronbachs Alfa (α) test and factor analysis to affirm the reliability and validity of the three items measuring promotion evaluation and the three items measuring repurchase intentions. The items measuring promotion evaluation scored a α = 0,909 and the items measuring repurchase intentions scored a α = 0,925. This suggested that both scales are considered reliable (table 8). A non-significant KMO test showed that the sample was large enough and a significant Barlett's test showed that the correlations are high enough to perform a factor analysis. The results of the factor analysis showed the presence of only one factor, suggesting that only one variable exists instead of two. A closer look indeed showed that all items of both promotion evaluation and repurchase intentions had a high loading on the same single factor. This indicated that the items of promotion evaluation and repurchase intentions are similar and were measuring the same variable. A reason to this could be that, in this situation, a high evaluation self-evidently means to customers that they will continue purchasing at the store. Therefore, the two variables had the same meaning. For this reason, promotion evaluation was excluded from the rest of the analysis. The conceptual model was revised and repurchase intentions became the main dependant variable because it has been the focus of this research (figure 2).
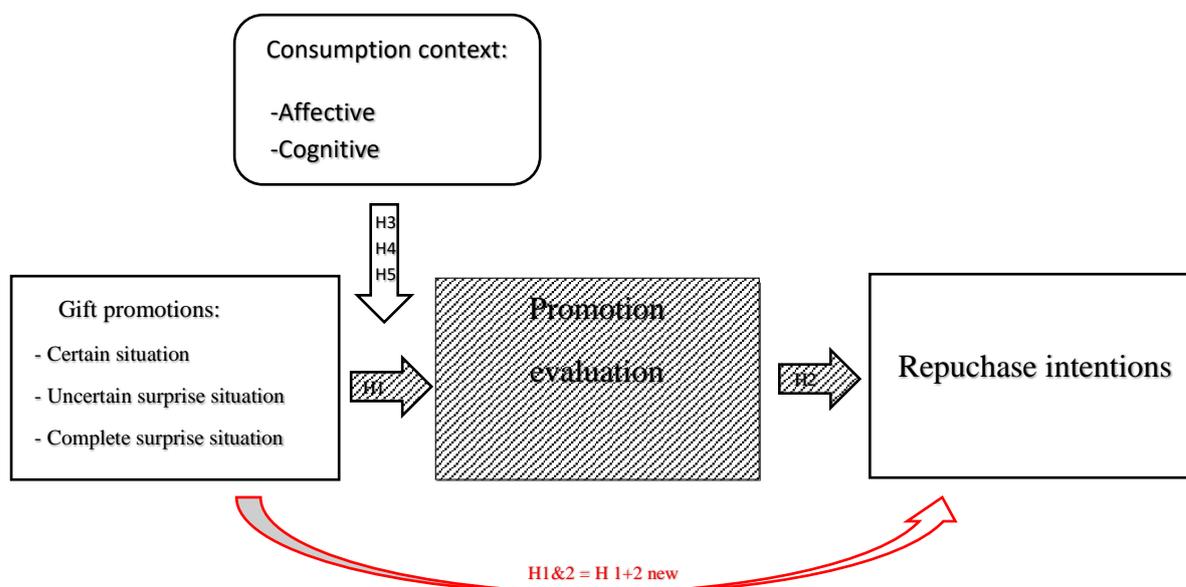

Figure 2: Revised conceptual model

Hypotheses testing

Due to the results of the factor analysis, promotion evaluation and therewith hypothesis 1 and 2 have been removed from the conceptual model. The items measuring promotion evaluation and repurchase intentions were too similar and therefore not measuring different constructs. Consequently, a new hypothesized effect was created to be able to test the new main effect. Hypothesis 1 and hypothesis 2 had been replaced by H1+2new. The argumentation behind this hypothesis is a combination of the theory supporting the old hypothesis 1 and hypothesis 2. Namely, a surprise in general can both have positive or more negative effects (Laran & Tsiros, 2013). Therefore, no big difference in repurchase intentions between the gift promotions was expected. Furthermore, gifts are reciprocal in nature, meaning that it creates a general basic tendency to give back (Gouldner, 1960). As every gift promotion situation presents a gift to the customer in the end, each situation should create a form of repurchase intentions.

H1+2 new = The three gift promotion situations will each have a similar positive effect on repurchase intentions

The results showed that no significant effect exists between gift situation and repurchase intentions (table 9). This suggested that no difference occurs in repurchase intentions between the certain, uncertain and complete surprise situation. Consequently. H1&H2 is accepted.

Table 9: Gift situation --> Repurchase intentions (H1&2new)

	df	F	Sig.	Partial Eta Squared
H1&2new	2	1,799	0,169	0,022

Continued using the new conceptual model, an analysis of covariance (ANCOVA) showed a significant interaction effect between the consumption context and the gift situations (F (5,711), p < 0, 05; table 10). A closer look showed what the interaction effect entails (table 11 & 12). Participants in a cognitive context indicated to have higher repurchase intentions (13,750) compared to participants in the affective context (13,222) in the certain gift situation. However, this effect was non-significant (p > 0,05) and therefore hypothesis 3 was debunked. Unexpectedly, participants in an affective context indicated to have lower

repurchase intentions (13,538) compared to participants in the cognitive context (15,276). However, this effect was not significant (p > 0,05). This result challenged the expectations and hypothesis 4 was debunked. The affective complete surprise situation (M=16000) was significantly higher in repurchase intentions compared to the cognitive complete surprise situation (M=13,480, p < 0,05). This result support hypothesis 5.

Besides the differences between an affective or cognitive consumption context, significant differences exists within the affective context. Affective participants had the overall highest repurchase intentions in the complete surprise situation (M=1600) compared to the uncertain (M=13,538) and certain gift situation (M=13,222). The difference between the complete surprise situation and certain situation was found to be significant (p < 0,05). Similarly, the difference between the complete surprise situation and uncertain situation was also significant (p < 0,05). These results suggested that the complete surprise situation is the most effective gift situation in an affective context.

Table 10: Significant interaction effect and control variables

	df	F	Sig.	Partial Eta Squared
Gift Situation * Consumption Context	2	5,711	,004	,068
Age	1	3,169	0,077	0,020
Gender	1	1,435	0,233	0,009
Education	1	0,818	0,671	0,001

Table 11: Repurchase intentions means (3x2)

Gift Situation	Consumption Context	Mean	Std. Error
Certain Situation	Hedonic	13,222	,677
	Utilitarian	13,750	,665
Uncertain Situation	Hedonic	13,538	,690
	Utilitarian	15,276	,653
Complete Surprise Situation	Hedonic	16,000	,642
	Utilitarian	13,480	,703

Table 12: Post-hoc test on interaction effect

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.
Affect / Certain	Affect / Uncertain	-,3162	,96629	,744
	Affect / Complete	-2,7778*	,93290	,003
	Cognitive / Certain	-,5278	,94855	,579
	Cognitive / Uncertain	-2,0536*	,94048	,030
	Cognitive / Complete	-,2578	,97609	,792
Affect / Uncertain	Affect / Certain	,3162	,96629	,744
	Affect / Complete	-2,4615*	,94229	,010
	Cognitive / Certain	-,2115	,95779	,825
	Cognitive / Uncertain	-1,7374	,94980	,069
	Cognitive / Complete	,0585	,98507	,953
Affect / Complete	Affect / Certain	2,7778*	,93290	,003
	Affect / Uncertain	2,4615*	,94229	,010
	Cognitive / Certain	2,2500*	,92409	,016
	Cognitive / Uncertain	,7241	,91581	,430
	Cognitive / Complete	2,5200*	,95233	,009
Cognitive / Certain	Affect / Certain	,5278	,94855	,579
	Affect / Uncertain	,2115	,95779	,825
	Affect / Complete	-2,2500*	,92409	,016
	Cognitive / Uncertain	-1,5259	,93175	,103
	Cognitive / Complete	,2700	,96767	,781
Cognitive / Uncertain	Affect / Certain	2,0536*	,94048	,030
	Affect / Uncertain	1,7374	,94980	,069
	Affect / Complete	-,7241	,91581	,430
	Cognitive / Certain	1,5259	,93175	,103
	Cognitive / Complete	1,7959	,95977	,063
Cognitive / Complete	Affect / Certain	,2578	,97609	,792
	Affect / Uncertain	-,0585	,98507	,953
	Affect / Complete	-2,5200*	,95233	,009
	Cognitive / Certain	-,2700	,96767	,781
	Cognitive / Uncertain	-1,7959	,95977	,063

Discussion

This study aims at exploring the effect of different gift situations on repurchase intentions through promotion evaluation when moderated by an affective or cognitive consumption context. The items that measured promotion evaluation and repurchase intentions were so highly correlated that a factor analysis was only able to distinguish one variable. This suggests that both variables are very similar and have the same patterns of responses. A reason to this could be that a high promotion evaluation self-evidently means to customers that they will continue purchasing at the store. Therefore, repurchase intentions has become the main dependant variable as this study concentrates on broadening the literature on gift situations by focussing on the long-term effects. The study suggests that all three gift situations (certain, uncertain and complete surprise situation) have a general positive effect on customers' repurchase intentions and thus no significant difference exists between the different situations. This notion is confirmed by the acceptance of H1 & H2new. The reason to this is that surprise can both have a positive and negative effect, and the reciprocal nature of gifts already creates a moral obligation for repurchase intentions in customers' minds.

Hereafter, the literature on the certain and uncertain gift situations is further developed by exploring the effects on the long-term repeat purchase intentions in the context of an affective or cognitive consumption context. In advance, the study suggests that customers in a cognitive consumption context have higher repurchase intentions in the certain situation compared to customers in an affective context. However, no significant result is found to support this and as a result H3 is debunked. The argumentation behind the debunked hypothesis is that customers in a cognitive consumption context have a positive experience when all possible information is given to them (Laran & Tsiros, 2013). Furthermore, the level of perceived risk increases the effect of hedonic value, however reduces the effect of utilitarian value (Chiu et al., 2014). Therefore, they were expected to like the certain situation that involves less surprise, which in turn could have led to higher repurchase intentions. Customers in an affective consumption context were expected to like the certain gift situation less, as it does not involve any element of surprise and thus fun. For this reason, it was also expected for customers in an affective consumption context to be more eager to buy at the same store again when they experienced the uncertain situation compared to customers in a

cognitive consumption context. The potential reason to this is that a situation involving uncertainty creates more fun and, in contradiction to customers in a cognitive consumption context, customers in an affective consumption context seek to enjoy the consumption experience (Laran & Tsiros, 2013). Consequently, achieving this goal leads to a positive consumption experience, which will in turn lead to higher repurchase intentions (Chiu, et al., 2014). However, this effect was non-significant and therefore H4 is debunked. An alternative explanation to the unexpected results of H3 and H4 could be that the tablet cover was too high in value compared to the earphones. People expect the best possible outcome when there is uncertainty about the outcome of a promotion (Goldsmith & Amir, 2010). Therefore, the participants might have assumed that they would get the tablet cover instead of the earphones, eliminating the element of surprise that was involved in this situation.

The final goal of the study is to explore the underexposed complete surprise situation, where the gift is presented to the customer at the end of the shopping experience when the purchase decision is already made (Zhu et al., 2015). The response of the customers in an affective consumption context to the complete surprise situation suggests that they will be more inclined to shop at the same store again compared to customers in a cognitive consumption context. The result supports H5. The possible explanation lies in the notion that the complete surprise situation is more unexpected and is therefore higher in surprise intensity (Reisenzein, 2000). This matches the goal that customers in an affective situation have, which is enjoying the experience and having fun (Laran & Tsiros, 2013). Moreover, a higher intensity of surprise leads to higher WOM (Derbaix & Vanhamme, 2003) and a high positive WOM is effective for keeping customers (Garnefield, 2011). In contradiction to this, customers in a cognitive consumption context show the lowest intentions to buy at the same store again when they experienced the complete surprise situation. The reason to this is that even less information is available to the customers to make the shopping experience easier. Therefore, customers have a less positive experience, which could lead to lower repurchase intentions. Furthermore, customers in an affective consumption context have significant higher repurchase intentions compared to affective customers in the uncertain and certain situation. This result confirms the notion that the complete surprise situation creates a higher degree of surprise and fun that is appreciated by customers in an affective context.

Conclusion

The current research examines the role of surprise in promotions involving free gifts on customers' repurchase intentions. Previous findings point to different effects for customers in a cognitive and affective consumption context. Furthermore, existing research on gift situations has not yet focussed on long-term effects and did not include the complete surprise situation that involves a higher element of surprise. In an attempt to understand these discrepancies, this research provides insight into how the element of surprise can be used to make promotional efforts beneficial in the long run.

When a consumption context is affective, introducing an element of complete surprise increases the repurchase intentions. The surprise is highly unexpected and therefore creates an element of fun that matches the goal of the affective customer to enjoy the shopping experience (Laran & Tsiros, 2013). In contrast, customers in a cognitive consumption context like the complete gift situation less, as they appreciate to have as much information as possible to make their shopping experience quick and easy (Laran & Tsiros, 2013). This can be deduced from the result that affective customers have significant higher repurchase intentions when the gift is presented as a surprise at the check-out after the purchase decision is made (complete surprise situation) compared to customers in a cognitive consumption. Furthermore, affective customers that experienced the complete surprise situation have higher repurchase intentions compared to affective customers that experienced the 50% / 50% chance of getting one of two possible gifts (uncertain situation) and especially compared to when the type of gift is given (certain situation). However, there is no significant difference in repurchase intentions between customers that experienced the cognitive certain and affective certain situation. Moreover, there is also no significant difference in repurchase intentions between customers that experienced the affective uncertain and cognitive uncertain situation. The possible reason to this is that the tablet cover and earphones differ too much in perceived value. The difference in value eliminates the element of surprise as customers expect to receive the gift with the highest value.

Manufacturers and retailers increasingly rely on non-monetary promotion techniques (Foubert et al., 2014). However, marketers struggle to design effective and profitable promotional campaigns (Laran & Tsiros, 2013). The findings of this study are important for

marketing practice, as they. The effectiveness of the gift promotion depends on the combination of the consumption context (affective or cognitive) and the gift situation (certain / uncertain / complete surprise). Marketers could decide for themselves if the sold product is approached in a more affective or cognitive manner by customers. When affect is likely to be aroused, marketers should create fun environments by designing a complete surprise gift situation that will make customers come back to the store. However, the same promotional strategy may backfire when the product is bought in a cognitive context. For example, people often visit restaurants to celebrate or at least have the goal to have fun. Therefore, a complete surprise situation can be used to increase the chance of the customers to return to the restaurant. The employers can positively surprise the customers, after they finished dining, with an unannounced gift. When the bill is payed, a bottle of wine can be given to the customers as a complete surprise gift to trigger them to come back to the restaurant.

Limitations & Further Research

In the current study, a tablet cover and earphones were used as free gifts to prime the customers. However, the tablet cover was rated higher in value compared to the earphones during the pre-test. Although the difference is relatively small, it could have had an effect on the customers' decisions in the uncertain gift situation. The element of surprise could have been impaired as people expect the best possible outcome when there is uncertainty about the outcome of a promotion (Goldsmith & Amir, 2010). Both free gifts should have been equal in value to prevent customers from expecting to receive a certain gift.

Furthermore, all participants were Dutch and relatively young in age. This could damage the external validity of the current research. To substantiate this limitation, customers from different countries can be more culturally conditioned towards an affective or cognitive consumption (Lim & Ang, 2008). For example, customers from Shanghai and China found ads promoting utilitarian products more attractive than hedonic products. On the contrary, customers living in Singapore are more drawn to hedonic promoted products. A cross-cultural perspective on gift surprise situations could investigate the generalizability of this study's results.

Besides the cultural conditioning of customers towards affect or cognition, the gift itself could be more affective or cognitive in nature too (Chandon et al., 2000). Affect or cognition was not manipulated by the type of gift. However, affective gifts could have more impact when used in surprise gift promotions as it matches the way the situation is approached. Therefore, further research could examine different types of affective and or cognitive gifts and their effectivity in different gift situations.

Finally, gift options were used that had, more or less, similar value to customers. Therefore, further research could research how big differences in gift values effect long-term outcomes. Not receiving the highest valued product could have long-term negative effects (Laran & Tsiros, 2013). Furthermore, value may not be that important to affective customers as they find the fun of a promotion more important. However, emphasizing the different values of gifts may provide additional information for cognitive customers, which will make the promotion more likeable.

Appendices

1: Pre-test

1A: Dutch version

Beste deelnemer,

Dit onderzoek is een pre-test opgesteld ter voorbereiding van het uitvoeren van een masterthesis over de effectiviteit van promoties. Door deel te nemen aan dit onderzoek draagt u bij aan de huidige literatuur over de effectiviteit van promoties en helpt u bedrijven in de toekomst betere promoties te kunnen vormgeven voor haar klanten.

U zal gevraagd worden aan te geven over een aantal producten hoe waardevol u ze vindt. De schaal reikt van (1) 'helemaal geen waarde' tot (10) 'heel veel waarde.' Er zijn geen goede of foute antwoorden. Tot slot worden enkele persoonsgegevens gevraagd. Het kost u slechts 1 minuut om aan dit onderzoek deel te nemen en uw reacties zijn volledig anoniem.

U kunt enkel één keer deelnemen en antwoorden kunnen na inzending niet meer veranderd worden.

Voor verdere vragen kunt u mailen naar jorikwaaijer@gmail.com

Bij voorbaat dank voor uw participatie.

U heeft onlangs een tablet aangeschaft.
Geef aan hoe waardevol u de volgende producten vindt:

Tablet-beschermhoes

Weet ik niet /
Geen mening

OOOOOOOOO   O

Power bank

Weet ik niet /
Geen mening

OOOOOOOOO   O

Oortjes

Weet ik niet /
Geen mening

○○○○○○○○○○   ○

Koptelefoon

Weet ik niet /
Geen mening

○○○○○○○○○○   ○

Tablet pen

Weet ik niet /
Geen mening

○○○○○○○○○○   ○

Aanklikbaar toetsenbord

Weet ik niet /
Geen mening

○○○○○○○○○○   ○

Autohouder

Weet ik niet /
Geen mening

○○○○○○○○○○   ○

Autolader

Weet ik niet /
Geen mening

○○○○○○○○○○   ○

Standaard/houder

Weet ik niet /
Geen mening

○○○○○○○○○○   ○

Reinigingsset

Weet ik niet /
Geen mening

○○○○○○○○○   ○

Oplaadstation

Weet ik niet /
Geen mening

○○○○○○○○○   ○

1B: English version

Dear participant,

This research is a pre-test formed in preparation for performing a master thesis on the effectiveness of promotions. By participating in this study, you contribute to the current literature on the effectiveness of promotions and will help companies to design better promotions for their clients in the future.

You will be asked to indicate the value of a number of products. The scale ranges from (1) 'no value at all' to (10) 'very much value.' There are no right or wrong answers. Finally, some personal details are requested. It only takes you 1 minute to participate in this survey and your responses are completely anonymous.

You can only participate once and answers cannot be changed after submission.

For further questions you can mail to jorikwaaijer@gmail.com

Thank you in advance for your participation.

You recently purchased a tablet. Indicate how valuable you find the following products:

Tablet cover

Don't know /
No opinion

○○○○○○○○○ ○

Power bank

Don't know /
No opinion

○○○○○○○○○ ○

Earphones

Don't know /
No opinion

○○○○○○○○○ ○

Headphones

Don't know /
No opinion

○○○○○○○○○ ○

Tablet pen

Don't know /
No opinion

○○○○○○○○○ ○

Clickable keyboard

Don't know /
No opinion

○○○○○○○○○ ○

Car holder

Don't know /
No opinion

○ ○ ○ ○ ○ ○ ○ ○ ○   ○

Car charger

Don't know /
No opinion

○ ○ ○ ○ ○ ○ ○ ○ ○   ○

Holder

Don't know /
No opinion

○ ○ ○ ○ ○ ○ ○ ○ ○   ○

Cleaning set

Don't know /
No opinion

○ ○ ○ ○ ○ ○ ○ ○ ○   ○

Charging dock

Don't know /
No opinion

○ ○ ○ ○ ○ ○ ○ ○ ○   ○

2: Survey Experiment

2A: Dutch version

Beste deelnemer,

Dit onderzoek is opgesteld om meer te weten te komen over de effectiviteit van promoties onder consumenten. Door deel te nemen aan dit onderzoek draagt u bij aan de huidige literatuur over de effectiviteit van promoties en helpt u bedrijven in de toekomst betere promoties te kunnen vormgeven voor haar klanten.

Er zal u allereerst gevraagd worden zich in te leven in een verhaal, gevolgd door een aantal vragen. Er zijn geen goede of foute antwoorden. Tot slot worden enkele persoonsgegevens gevraagd. Het kost u slechts 5 minuten om aan dit onderzoek deel te nemen en uw reacties zijn volledig anoniem.

U kunt enkel 1 keer deelnemen aan de enquête en antwoorden kunnen na inzending niet meer veranderd worden.

Voor verdere vragen kunt u mailen naar jorikwaaijer@gmail.com

Bij voorbaat dank voor uw participatie.

Probeert u zich in te leven in het onderstaande scenario:

(Affectieve situatie)

Stelt u zich voor dat u op een vrije dag besluit om naar de stad te gaan met een vriend(in) voor wat ontspanning. U besluit een elektronicawinkel binnen te gaan om wat rond te neuzen. Uw oog valt op het assortiment tablets. Een nieuwe tablet, voor persoonlijk gebruik, komt eigenlijk wel van pas en u besluit om uzelf op de hoogte te stellen van de verschillende opties.

(Cognitieve situatie)

Stelt u zich voor dat u op korte termijn een nieuwe tablet nodig heeft voor uw werk. Daarom

besluit u om de dichtstbijzijnde elektronicawinkel te bezoeken. U vindt het assortiment tablets en u besluit om uzelf op de hoogte te stellen van de verschillende opties.

(Certain gift situatie)

U bent aan het kijken naar de verschillende opties, wanneer de medewerker u vertelt dat u bij de aanschaf van een tablet een gratis tablet-berschermhoes krijgt. U besluit één van de tablets te kopen die aan uw behoeften voldoet en weet dat u het gratis cadeau zal ontvangen bij de aankoop.

(Uncertain gift situatie)

U bent aan het kijken naar de verschillende opties, wanneer de medewerker u vertelt dat u bij de aanschaf van een tablet 50% kans heeft op het krijgen van tablet-beschermhoes en 50% op het krijgen van oortjes als cadeau. U besluit één van de tablet te kopen die aan uw behoeften voldoet en weet dat u één van de cadeaus zal ontvangen bij de aankoop.

(Complete surprise gift situatie)

U bent aan het kijken naar de verschillende opties. Na te zijn geïnformeerd besluit u één van de tablets aan te schaffen die aan uw eisen voldoet. U loopt naar de kassa om af te rekenen. Hier vertelt een medewerker u dat een gratis tablet-beschermhoes krijgt omdat u deze tablet heeft aangeschaft.

Na het lezen van het beschreven scenario, geef aan op een schaal van 'zeer oneens' tot 'zeer eens' hoeverre u het eens bent met de volgende stellingen:

Ik vond deze promotie erg leuk

⬭ ⬭ ⬭ ⬭ ⬭ ⬭

Ik zou willen dat er meer promoties waren zoals deze

○ ○ ○ ○ ○ ○

Deze promotie is interessant

○ ○ ○ ○ ○ ○

Geef aan op een schaal van 'zeer oneens' tot 'zeer eens' hoeverre u het eens bent met de volgende stellingen

Als ik kon, zou ik deze winkel willen blijven gebruiken om producten bij te kopen

○ ○ ○ ○ ○ ○

Ik ben van plan deze winkel te blijven gebruiken om in de toekomst producten te kopen

○ ○ ○ ○ ○ ○

Waarschijnlijk zal ik in de toekomst producten blijven kopen in deze winkel

○ ○ ○ ○ ○ ○

De volgende stellingen hebben betrekking op de aankoopcontext.

Er wordt een onderscheid gemaakt tussen ''utilitarian' en ''hedonic'' shoppen.

Utilitarian shoppen houdt in dat je met een specifiek doel voor ogen gaat winkelen en winkelen ziet als een noodzakelijke inspanning om je doel te bereiken.

Hedonic shoppen houdt in dat je gaat winkelen om ervan te genieten en je richt op een plezierige ervaring in plaats van efficiëntie.

Geef aan op een schaal van 1 (Utilitarian) tot 10 (Hedonic) of u uw aankoopcontext meer Utilitarian of Hedonic vond:

○○○○○○○○○○

Wat is uw geslacht?

⬭ Man
⬭ Vrouw
⬭ Overig

Wat is uw leeftijd?

2B: English version

Dear participant,

This research has been prepared to learn more about the effectiveness of promotions among consumers. By participating in this study, you contribute to the current literature on the effectiveness of promotions and help companies to design better promotions for their clients in the future.

First of all, you will be asked to empathize with a story, followed by a number of questions. There are no right or wrong answers. Finally, some personal details are requested. It only takes you 5 minutes to participate in this survey and your reactions are completely anonymous.

You can only participate in the survey once and your answers cannot be changed after submission.

For further questions you can mail to jorikwaaijer@gmail.com

Thank you in advance for your participation.

Imagine yourself in the following situation:

(Affective situation)

Imagine that you have a day off and decide to go to town with a friend for some relaxation. You decide to enter an electronics store to look around. Your eye falls on the range of tablets. A new tablet, for personal use, actually comes in handy and you decide to inform yourself about the different options.

(Cognitive situation)

Imagine that you need a new tablet for your work in the short term. That is why you decide to visit the nearest electronics store. You will find the range of tablets and you decide to inform yourself about the different options.

(Certain gift situation)

You are looking at the different options, when the employee tells you that when you buy a tablet you get a free tablet protective cover. You decide to buy one of the tablets that meets your needs, knowing that you will receive the free gift with the purchase.

(Uncertain gift situation)

You are looking at the different options, when the employee tells you that when you buy a tablet you have a 50% chance of getting a tablet protective cover and 50% on getting earphones as a gift. You decide to purchase one of the tablets that meets your needs, knowing that you will receive one of the gifts at the time of purchase.

(Complete surprise gift situation)

You are looking at the different options. After being informed, you decide to purchase one of the tablets that meets your requirements. You walk to the checkout to pay. Here an employee

explains that you will receive a free tablet protective cover as a gift because you purchased this tablet.

After reading the scenario, indicate on a scale from 'strongly disagree' to 'strongly agree' to what extent you agree with the following statements:

I like this promotion a lot

○ ○ ○ ○ ○ ○ ○

I wish there were more promotions like this

○ ○ ○ ○ ○ ○ ○

This promotion is interesting

○ ○ ○ ○ ○ ○ ○

Indicate on a scale from 'strongly disagree' to 'strongly agree' to what extent you agree with the following statements:

If I could, I would like to continue using this store to purchase products.

○ ○ ○ ○ ○ ○ ○

I plan to continue using this store to purchase products in the future.

○ ○ ○ ○ ○ ○ ○

It is likely that I will continue purchasing products from this store in the future

○○○○○○

The following statements relate to the purchasing context.

A distinction is made between 'utilitarian' and " hedonic " shopping.

Utilitarian shopping involves shopping for a specific purpose and viewing shopping as a necessary effort to achieve your goal.

Hedonic shopping involves shopping for pleasure and a focus on a pleasant experience instead of efficiency.

Indicate on a scale from 1 (Utilitarian) to 10 (Hedonic) whether you found your purchase context more Utilitarian or Hedonic:

○○○○○○○○○○

What is your gender?

○ Man
○ Woman
○ Other

What is your age?

---

3. ANOVA assumptions

3A: Normality

Normality

Repurchase Intentions

N	Valid	165
	Missing	0
Skewness		-,599
Std. Error of Skewness		,189
Kurtosis		-,244
Std. Error of Kurtosis		,376

3B: Homogeneity of variance

Levene's Test of Equality of Error Variances[a]

Repurchase Intentions

F	df1	df2	Sig.
3,086	5	159	,011

Tests the null hypothesis that the error variance
of the dependent variable is equal across groups.

3C: Sample size

Descriptive Statistics

Dependent Variable: Repurchase Intentions

Gift Situation	Consumption Context	Mean	Std. Deviation	N
	Hedonic	13,2222	4,26374	27
Certain Situation	Utilitarian	13,7500	4,19546	28
	Total	13,4909	4,19820	55
	Hedonic	13,5385	2,68672	26
Uncertain Situation	Utilitarian	15,2759	2,63081	29
	Total	14,4545	2,77434	55
	Hedonic	16,0000	3,01719	30
Complete Surprise Situation	Utilitarian	13,4800	3,98037	25
	Total	14,8545	3,67886	55
	Hedonic	14,3253	3,57876	83
Total	Utilitarian	14,2073	3,68761	82
	Total	14,2667	3,62265	165

3D: Error term is normally distributed

Descriptives

			Statistic	Std. Error
Residual for Repurchase Intentions	Mean		,0000	,27846
	95% Confidence Interval for Mean	Lower Bound	-,5498	
		Upper Bound	,5498	
	5% Trimmed Mean		,1396	
	Median		,5091	
	Variance		12,794	
	Std. Deviation		3,57687	
	Minimum		-9,49	
	Maximum		7,51	
	Range		17,00	
	Interquartile Range		5,60	
	Skewness		-,527	,189
	Kurtosis		-,272	,376

3E: Error terms are uncorrelated

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,154[a]	,024	,018	3,59032	1,965

a. Predictors: (Constant), Gift Situation

b. Dependent Variable: Repurchase Intentions

4. Extra table general demographics

4A: Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
	18	1	,6	,6	,6
	20	5	3,0	3,0	3,6
	21	4	2,4	2,4	6,1
	22	15	9,1	9,1	15,2
	23	27	16,4	16,4	31,5
	24	16	9,7	9,7	41,2
	25	8	4,8	4,8	46,1
	26	6	3,6	3,6	49,7
	27	3	1,8	1,8	51,5
	28	4	2,4	2,4	53,9
	29	1	,6	,6	54,5
	30	2	1,2	1,2	55,8
	31	1	,6	,6	56,4
	33	1	,6	,6	57,0
	34	2	1,2	1,2	58,2
	35	1	,6	,6	58,8
	36	1	,6	,6	59,4
	37	2	1,2	1,2	60,6
	38	2	1,2	1,2	61,8
	39	1	,6	,6	62,4
Valid	40	1	,6	,6	63,0
	41	2	1,2	1,2	64,2
	42	1	,6	,6	64,8
	44	3	1,8	1,8	66,7
	45	1	,6	,6	67,3
	46	1	,6	,6	67,9
	48	1	,6	,6	68,5
	49	4	2,4	2,4	70,9
	50	4	2,4	2,4	73,3
	51	7	4,2	4,2	77,6
	52	5	3,0	3,0	80,6
	53	5	3,0	3,0	83,6
	54	2	1,2	1,2	84,8
	55	4	2,4	2,4	87,3
	56	6	3,6	3,6	90,9
	57	1	,6	,6	91,5
	58	2	1,2	1,2	92,7
	59	2	1,2	1,2	93,9
	60	2	1,2	1,2	95,2
	61	1	,6	,6	95,8
	62	1	,6	,6	96,4

63	1	,6	,6	97,0
64	1	,6	,6	97,6
67	2	1,2	1,2	98,8
68	1	,6	,6	99,4
79	1	,6	,6	100,0
Total	165	100,0	100,0	

5. Factor analysis

5A: KMO & Barlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,799
Bartlett's Test of Sphericity	Approx. Chi-Square	851,173
	df	15
	Sig.	,000

5B: Communalities

Communalities

	Initial	Extraction
Ik vond deze promotie erg leuk	1,000	,632
Ik zou willen dat er meer promoties waren zoals deze	1,000	,721
Deze promotie was interessant	1,000	,696
Als ik kon, zou ik deze winkel willen blijven gebruiken om producten bij te kopen	1,000	,713
Ik ben van plan deze winkel te blijven gebruiken om in de toekomst producten te kopen	1,000	,737
Waarschijnlijk zal ik in de toekomst producten blijven kopen in deze winkel	1,000	,673

Extraction Method: Principal Component Analysis.

5C: Variance / Eigenvalues

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,172	69,541	69,541	4,172	69,541	69,541
2	,997	16,625	86,166			
3	,348	5,801	91,967			
4	,217	3,612	95,578			
5	,170	2,833	98,412			
6	,095	1,588	100,000			

Extraction Method: Principal Component Analysis.

5D: Component loadings

Component Matrix[a]

	Component
	1
Ik vond deze promotie erg leuk	,795
Ik zou willen dat er meer promoties waren zoals deze	,849
Deze promotie was interessant	,834
Als ik kon, zou ik deze winkel willen blijven gebruiken om producten bij te kopen	,845
Ik ben van plan deze winkel te blijven gebruiken om in de toekomst producten te kopen	,859
Waarschijnlijk zal ik in de toekomst producten blijven kopen in deze winkel	,820

Extraction Method: Principal Component Analysis.

6. Extra tables main results

6A: Average repurchase intention per gift situation

Gift Situations

Dependent Variable: Repurchase Intentions

Gift Situations	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Certain Situation	13,486	,474	12,549	14,423
Uncertain Situation	14,407	,475	13,469	15,345
Complete Surprise Situation	14,740	,476	13,800	15,680

6B: Manipulation check

Consumption Context	Mean	N	Std. Deviation
Hedonic	6,60	83	2,763
Utilitarian	3,26	82	2,666
Total	4,94	165	3,185

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