

Radboud University



Master Thesis

The influence of monetary and non-monetary gifts on the relationship between brands and consumers, moderated by deal proneness

Name: Eva Siemons
Student number: 1011322
E-mail: e.siemons@student.ru.nl

Supervisor: Dr. C. Horváth
Second examiner: Dr. H.W.M. Joosten

Date: 17-06-2019

Master Marketing in Business Administration
Radboud University Nijmegen

Abstract

Offering gifts to consumers has become an important part of marketing strategy. Apart from that, relationship marketing has experienced immense growth and has become an important aspect of business strategy. However, gift exchange is a rather unexplored topic in the field of relationship marketing. The purpose of this thesis is to investigate the different effects of monetary and non-monetary gifts on the relationship between brands and consumers. In addition, the moderating role of deal proneness is investigated. New knowledge is provided regarding the effects of monetary and non-monetary gifts on the key relational variables trust, satisfaction, affective commitment and normative commitment. This knowledge can be applied by marketing and brand managers to establish better relationships with consumers. An experimental survey was used to collect the data. In total, 211 respondents were exposed to one of the three gift situations. The results confirm that the key relational variables are positively influenced by receiving gifts. Specifically, trust is influenced more strongly by receiving a monetary gift, and satisfaction, affective commitment and normative commitment are influenced more strongly by receiving a non-monetary gift. These effects are stronger for consumers that are highly deal-prone, than for consumers that are less deal-prone.

Preface

This master thesis was written as a part of my graduation at Radboud University Nijmegen. From November 2018 to June 2019, I was busy investigating the influence of monetary and non-monetary gifts on the relationship between brands and consumers, and the moderating role of deal proneness. For me, this was a very interesting topic. Especially, because the topic did not receive much attention in existing literature yet, which has made the process extra informative.

I would like to take this opportunity to thank my supervisor Dr. C. Horváth for the great guidance and support during this process. Secondly, I would like to thank my second examiner Dr. H.W.M. Joosten for taking the time to read my thesis and for providing feedback on my research proposal. Thirdly, I would like to thank all respondents who participated in this research. Lastly, I would like to thank my friends and family for supporting me throughout my entire study.

I hope that you will enjoy reading my thesis!

Eva Siemons

Nijmegen, June 2019

Table of contents

1	Introduction.....	5
1.1	Theoretical relevance	6
1.2	Managerial relevance	6
1.3	Research objective and research question.....	7
1.4	Outline of the thesis	7
2	Theoretical background	8
2.1	The gift exchange process.....	8
2.2	Gifts and the role of reciprocity in relationship marketing	8
2.3	Key relational variables.....	9
2.4	Reciprocal responses to receiving gifts and the role of deal proneness	11
2.5	Conceptual model.....	14
3	Methodology.....	15
3.1	Data collection	15
3.2	Sample.....	15
3.3	Survey design and measures	16
3.4	Data analysis procedure	17
3.5	Ethics.....	18
4	Results.....	19
4.1	Missing data	19
4.2	Descriptive statistics.....	19
4.3	Reliability and validity.....	20
4.4	Testing hypotheses	22
4.5	Additional analyses	29
5	Discussion and conclusion.....	32
6	Theoretical and managerial implications	34
6.1	Theoretical implications.....	34

6.2	Managerial implications.....	35
7	Research limitations and further research.....	37
8	References.....	39
9	Appendices.....	42
9.1	Appendix 1: List of items.....	42
9.2	Appendix 2: Experimental survey.....	44
9.3	Appendix 3: Descriptive statistics.....	49
9.4	Appendix 4: Factor analysis.....	51
9.5	Appendix 5: MANOVA.....	56
9.6	Appendix 6: Two-way MANOVA.....	60
9.7	Appendix 7: Regression analysis	65
9.8	Appendix 8: Comparing means.....	67
9.9	Appendix 9: Two-way MANCOVA.....	68
9.10	Appendix 10: Planning.....	73

1 Introduction

Gift-giving has been investigated in several articles from different perspectives, between consumers and between brands and consumers (Sherry, 1983; Huff, Alden & Tietje; 1999; Montaner, De Chernatony & Buil, 2011). Gift-giving can be seen as a form of exchange, and it has social and personal dimensions (Sherry, 1983). Gifts can be any resource, both intangible and tangible, there are donors and recipients (i.e. givers and receivers) involved in the gift-giving process and the situation in which the gift is given might influence how the gift is perceived.

Offering gifts to the consumer has become an important part of marketing strategy, especially when it comes to achieving short-term goals (Huff, Alden & Tietje; 1999; Montaner & Pina, 2008). However, gifts have also shown positive long-term outcomes (Yin & Yoo, 2011). These short-term and long-term outcomes of gift-giving are different for monetary and non-monetary gifts, and this difference might be explained by the consumer's deal proneness. Monetary gifts can be defined as gifts such as coupons and discounts, and non-monetary gifts can be defined as free gifts, free samples, buy one get one free promotions, sweepstakes and contests (Montaner et al., 2011; Yin & Yoo, 2011). Deal proneness can be defined as the consumer's tendency to seek and use promotional deals such as gifts (Burton, Lichtenstein, Netemeyer & Garretson, 1998; Yin & Yoo, 2011).

An important concept that might arise from gift-giving situations is reciprocity. The personal norm of reciprocity is defined as a norm that can be found in human societies, which suggests that one feels obligated to help someone or give something, if that someone has helped them or gave them something in the past (Perugini, 2003). Therefore, reciprocity can arise after receiving a gift and it might explain how a gift could be an important influencer of the relationship between brands and consumers (Sherry, 1983).

Relationship marketing is all about these relationships between brands and consumers and it has experienced immense growth (Palmatier, Dant, Grewal & Evans, 2006). Consequently, it has become an important aspect of business strategy. Relationship marketing is defined as "all marketing activities directed towards establishing, developing, and maintaining successful relational exchanges" (Morgan & Hunt, 1994, p. 22). When performed successfully, relationship marketing improves customer loyalty and firm performance through stronger relationships between brands and consumers (Sirdeshmukh, Singh, & Sabol, 2002). These relationships between brands and consumers contain several key relational variables,

such as trust, satisfaction, affective commitment and normative commitment (Palmatier et al., 2006; Fullerton, 2011).

1.1 Theoretical relevance

Offering monetary and non-monetary gifts is a form of sales promotion that is increasingly used by businesses in order to stimulate sales, but it also influences the consumers' evaluations of brands and their purchase intention (Montaner & Pina, 2008; Montaner et al., 2011; Buil, De Chernatony & Montaner, 2013). However, the different effects of monetary and non-monetary gifts on the relationship between brands and consumers has not received much attention in the literature yet, although it is known that gifts can serve as a means to foster relationships, especially at the interpersonal level (Sherry, 1983; Ruth, Otnes & Brunel, 1999; Chan & Mogilner, 2016). This research will contribute to filling that gap in the literature, by investigating the different effects of monetary and non-monetary gifts on the relationship between brands and consumers, specified by including the key relational variables trust, satisfaction, affective commitment and normative commitment (Fullerton, 2011).

Monetary gifts are frequently expected to have a more negative effect on brand image assessments, whereas non-monetary gifts are expected to have a more positive effect on these assessments (Montaner & Pina, 2008). However, both monetary and non-monetary gifts can be helpful in creating a more positive brand attitude and brand image in the mind of the consumer, and the difference in these effects could be explained by traits of the consumer, such as deal proneness (Yin & Yoo, 2011; Crespo-Almendros & Del Barrio-García, 2016). Therefore, it is important to conduct further research into the different effects of monetary and non-monetary gifts, while taking the effect of the consumer's deal proneness into account as well. This research could contribute to creating more consistency and distinctness within the literature. Combining the effects of different types of gifts (e.g. monetary and non-monetary) with other concepts, such as the relationship between brands and consumers and deal proneness, would expand the knowledge in existing literature.

1.2 Managerial relevance

Researching the gift-giving phenomenon from a marketing perspective, combined with analysing the influence of this phenomenon on the relationship between brands and consumers, could have useful managerial implications, because it provides important intelligence that could be helpful for brands in building a strong and lengthy relationship with the consumer. Thus, it

could contribute to improving relationship marketing and stimulate positive outcomes, such as word of mouth and loyalty (Palmatier et al., 2006). Moreover, gaining more insight in the different effects of monetary and non-monetary promotional gifts on the relationship between brands and consumers, moderated by the consumer's deal proneness, is very helpful for designing effective marketing strategies that can be adapted to different types of consumers.

1.3 Research objective and research question

This research investigates the different effects of monetary and non-monetary gifts on the relationship between brands and consumers, with the brand as the giver of the gift and the consumer as the receiver of the gift. The relationship is specified by focusing on the key relational variables trust, satisfaction, affective commitment and normative commitment. The consumer's level of deal proneness will be taken as a moderating effect that could explain the differences in the direct effects. Therefore, the following research question has been composed:

How do monetary and non-monetary gifts, given by a brand to the consumer, affect key relational variables and how is this effect moderated by the consumer's deal proneness?

The aim of this thesis is to contribute to the literature and to provide knowledge and recommendations for marketing and brand managers, by means of providing an answer to the research question and the corresponding hypotheses.

1.4 Outline of the thesis

This research proposal started with introducing the research topic in Section 1. It subsequently provides a theoretical background describing the relevant theories and perspectives, the hypotheses and the conceptual model in Section 2. A description of the research methodology is given in Section 3. Section 4 describes the results of the research. These results will be interpreted in Section 5, providing a discussion and conclusion. Section 6 describes the theoretical and managerial implications of the thesis. Finally, an overview of the research limitations and implications for further research are provided in section 7.

2 Theoretical background

2.1 The gift exchange process

Gift-giving behaviour involves givers and receivers and the gift exchange process can be divided into three stages: the gestation stage, the prestation stage and the reformulation stage (Sherry, 1983).

Firstly, the gestation stage includes all the behaviour prior to the physical exchange of the gift, and it includes the first steps in creating or strengthening a relationship between the giver and the receiver (Sherry, 1983). After the giver performs an internal and external search, the concept of the gift will become materialised and tangible.

Secondly, the prestation stage is where the physical exchange of the gift takes place (Sherry, 1983). The impact and value of the gift can be affected by the situational factors (e.g. time, place, transaction). The response of the receiver to the gift is ambiguous, it includes decoding the emotional and instrumental content of the gift and judging the intention of the gift. Subsequently, the giver evaluates this ambiguous response of the receiver. These responses lead to an emotional outcome, which ranges from dissatisfaction to satisfaction, for both the giver and the receiver. The emotional outcome is not only influenced by the gift itself, but also by the presentation of the gift.

Thirdly, the reformulation stage contains the process of dispositioning the gift (Sherry, 1983). The gift might be exchanged or rejected. The receiver of the gift might reciprocate and turn into the giver, as he or she might give something back. The gift could turn into an important driver of the relationship between the giver and the receiver. Moreover, this relationship might be confirmed, strengthened or weakened, which depends on how both the giver and the receiver assess the reciprocal balance in their relationship.

2.2 Gifts and the role of reciprocity in relationship marketing

In order to comprehend how receiving a gift from a brand contributes to the relationship between the brand and the consumer, it is important to understand the concept of reciprocity. Reciprocity can be defined as responding to something being given, by giving something back (Perugini, 2003). Moreover, when a gift is given by a business to the consumer, the consumer might give something back, which means the consumer might reciprocate. This is expected to lead to a reciprocal relationship between the business and the consumer. However, reciprocity can be both positive and negative and it can be described as a situation where: “the actor is

responding to friendly or hostile actions even if no material gains can be expected” (Fehr & Gächter, 2000, p. 160).

Reciprocity might arise after receiving a gift, and it could play a large role in relationship marketing (Palmatier et al., 2006). A research on the factors that influence the effectiveness of relationship marketing found that reciprocity should be investigated in future research, which led to the following statement: “integrating reciprocity into the relational-mediating framework may also explain the large, direct effect of relationship investment on performance, such that people's inherent desire to repay "debts" generated by sellers' investments may lead to performance-enhancing behaviours” (Palmatier et al., 2006, p.152).

There are several antecedents and outcomes to a relationship between brands and consumers. Firstly, one of the seller-focused antecedents is relationship investment, which can be seen as the investment of offering the consumer a gift (Palmatier et al., 2006). Relational investments can be helpful for strengthening and maintaining a relationship between brands and consumers, because these investments are likely to generate reciprocity (Anderson & Weitz, 1989; Ganesan, 1994). Similarly, there are consumer-focused antecedents, such as the relationship benefit, which are the benefits a consumer has received from their relationship with the brand (Palmatier et al., 2006). A gift given by a brand to the consumer as a reward can be seen as such a benefit. When consumers receive these benefits from a brand, they might perceive more value to a relationship, and as a consequence, the consumer's willingness to establish a relationship with the brand might increase as well (Morgan & Hunt, 1994; Reynolds & Beatty, 1999). Furthermore, there are several positive outcomes of establishing a stronger relationship with the consumer. Optimising relational variables such as commitment, trust and satisfaction can lead to positive word of mouth and increased loyalty (Palmatier et al., 2006).

2.3 Key relational variables

The relationship between brands and consumers is expected to be influenced by gifts and it can be measured by several key relational variables, such as: trust, satisfaction, affective commitment and normative commitment (Sherry, 1983; Fullerton, 2011). Satisfaction is one of the most frequently researched concepts within the marketing field (Szymanski & Henard, 2001). Trust and commitment have been established as the most important constructs within relationship marketing, because these constructs are the main drivers of all customer loyalty behaviour (Morgan & Hunt, 1994; Fullerton, 2011).

Trust

In the first place, trust is defined as “a cognitive evaluation of the actions of a relational partner” (Fullerton, 2011, p. 93). To be more specific, trust is the willingness to rely on the relational partner after the cognitive evaluation of the actions of the relational partner (Moorman, Zaltman & Deshpande, 1992). In order to trust the relational partner, it is important that the consumer perceives that partner as reliable, integer and credible (Morgan & Hunt, 1994).

Trust is an important concept within the relationship between brands and consumers, and gifts can be a driver of this relationship, as explained in Section 2.1 and 2.2 (Sherry, 1983; Palmatier et al., 2006; Fullerton, 2011). Thus, it is hypothesised that:

***H1a:** Receiving a monetary gift from a brand positively influences the consumer’s trust in the brand.*

***H1b:** Receiving a non-monetary gift from a brand positively influences the consumer’s trust in the brand.*

Satisfaction

Satisfaction can be defined as the degree to which the consumer feels satisfied with the brand (Fullerton, 2011). Satisfaction is about the perceptions, expectations, needs and desires of the consumer. Consumers compare their perceptions with their expectations (Spreng, MacKenzie & Olshavsky, 1996). A feeling of satisfaction is accomplished when positive disconfirmation takes place, which means that the consumers’ perceptions exceed their expectations (Oliver, 1980). Dissatisfaction is caused by negative disconfirmation, which takes place when the consumers’ perceptions fall short on their expectations.

Satisfaction is an important concept within the relationship between brands and consumers, and gifts can be a driver of this relationship, as explained in Section 2.1 and 2.2 (Sherry, 1983; Palmatier et al., 2006; Fullerton, 2011). Thus, it is hypothesised that:

***H2a:** Receiving a monetary gift from a brand positively influences the consumer’s satisfaction with the brand.*

***H2b:** Receiving a non-monetary gift from a brand positively influences the consumer’s satisfaction with the brand.*

Affective and normative commitment

Commitment can be described as the promise to maintain a relationship and it is believed to be the “essential ingredient for successful long-term relationships” (Gundlach, Achrol & Mentzer, 1995, p. 78). Commitment includes different components, such as affective and normative commitment (Fullerton, 2011). Affective commitment takes place when the consumer positively identifies with the brand and is involved with the brand. Besides that, positive attachment is an important concept within affective commitment. This could lead to the consumer expressing their love for a brand and considering themselves to be in a relationship similar to a friendship with a brand (Fullerton, 2003). Normative commitment can be defined as the extent to which the consumer feels like they should be involved with a brand, they might feel obligated to do so and perceive the involvement as the right thing to do (Allen & Meyer, 1990; Fullerton, 2011).

Affective and normative commitment are important concepts within the relationship between brands and consumers, and gifts can be a driver of this relationship, as explained in Section 2.1 and 2.2 (Sherry, 1983; Palmatier et al., 2006; Fullerton, 2011). Thus, it is hypothesised that:

H3a: Receiving monetary gift from a brand positively influences the consumer’s affective commitment to the brand.

H3b: Receiving non-monetary gift from a brand positively influences the consumer’s affective commitment to the brand.

H4a: Receiving a monetary gift from a brand positively influences the consumer’s normative commitment to the brand.

H4b: Receiving a non-monetary gift from a brand positively influences the consumer’s normative commitment to the brand.

2.4 Reciprocal responses to receiving gifts and the role of deal proneness

Monetary and non-monetary gifts have shown different effects on brand attitude in the long-term (Yi & Yoo, 2011). It is common that only the direct and immediate effect of promotional gifts is measured in the short-term, for example during a period of sales promotions. However, promotional gifts have also shown its advantaged in the long-term. Non-monetary promotions are expected to be more effective in increasing long term positive brand attitudes than monetary

gifts. However, the negative effects of monetary gifts significantly decrease when consumers are highly prone to deals.

The variation in the responses of consumers to receiving gifts from a brand can be explained by the consumer's internal traits (Inman, McAlister, & Hoyer, 1990). Marketing and brand managers cannot control these internal traits. However, they can improve the effectiveness of their promotion strategies by expanding their knowledge about the consumer's internal traits, such as deal proneness. Consumers who are prone to deals are generally sensitive to all deal types and, as one might expect, they are influenced more strongly by receiving promotional gifts than consumers who are less prone to deals (Lichtenstein, Netemeyer, & Burton, 1995; Kumar, Karande & Reinarts, 1998).

In addition to that, both monetary and non-monetary promotional gifts can lead to positive responses of the consumer, such as increased purchase intention (Montaner et al., 2011; Buil et al., 2013). The response of the consumer is positively influenced when: the gift is attractive, the fit between the gift and the product is high and the brand equity is high. Thus, these strategies can be used by businesses to increase purchase intention. Besides that, purchase intention is influenced by the degree to which the consumer is prone to deals, when the consumer is highly prone to deals, the purchase intention will also be higher after receiving a gift.

Moreover, sales promotions like online discounts and gifts can have a positive influence on both the attitudes and the purchase intentions of consumers (Crespo-Almendros & Del Barrio-García, 2015). Experienced users are influenced more by online discounts and gifts and they have a higher purchase intention in comparison to novice users. Non-monetary gifts that are given for free by a business to a consumer also increase the consumers' evaluation of a brand (Crespo-Almendros & Del Barrio-García, 2016). Non-monetary gifts are especially helpful when creating a more positive brand image in the mind of the less deal-prone consumers. Non-monetary gifts are still helpful when creating a more positive brand image in the mind of consumers that are prone to deals, but monetary gifts like discounts have been found to be more helpful in this situation.

It can be concluded that both monetary and non-monetary gifts can positively influence various reciprocal responses. Since monetary gifts are more helpful for inducing positive responses from highly deal-prone consumers and non-monetary gifts are more helpful for inducing positive responses from less deal-prone consumers, it is assumed that this is also the case in affecting the relational variables trust, satisfaction, affective commitment and normative commitment. Thus, it is hypothesised that:

H5a: *The trust of consumers that are highly prone to deals is influenced more strongly by receiving a monetary gift, than by receiving a non-monetary gift.*

H5b: *The trust of consumers that are less prone to deals is influenced more strongly by receiving a non-monetary gift, than by receiving a monetary gift.*

H6a: *The satisfaction of consumers that are highly prone to deals is influenced more strongly by receiving a monetary gift, than by receiving a non-monetary gift.*

H6b: *The satisfaction of consumers that are less prone to deals is influenced more strongly by receiving a non-monetary gift, than by receiving a monetary gift.*

H7a: *The affective commitment of consumers that are highly prone to deals is influenced more strongly by receiving a monetary gift, than by receiving a non-monetary gift.*

H7b: *The affective commitment of consumers that are less prone to deals is influenced more strongly by receiving a non-monetary gift, than by receiving a monetary gift.*

H8a: *The normative commitment of consumers that are highly prone to deals is influenced more strongly by receiving a monetary gift, than by receiving a non-monetary gift.*

H8b: *The normative commitment of consumers that are less prone to deals is influenced more strongly by receiving a non-monetary gift, than by receiving a monetary gift.*

2.5 Conceptual model

The conceptual model serves as a visualisation for this research. It shows the relationships between the variables and the hypotheses.

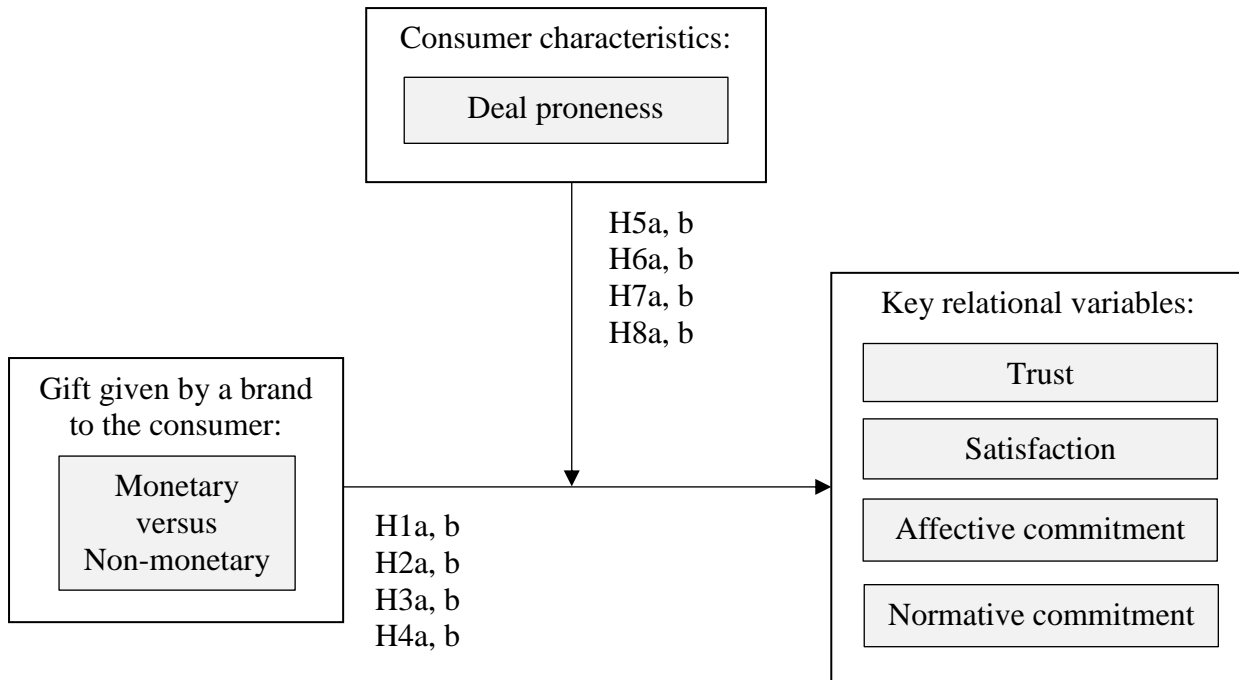


Figure 1: Conceptual model

3 Methodology

3.1 Data collection

In order to address the research question, this thesis relies on a large-scale quantitative research method, using an experimental survey. This method was applied because the research question required gathering standardised and comparable information from a larger sample and an experimental design provided the opportunity to involve different scenarios for the different types of gifts, which was needed in order to measure the different relationships.

The collected quantitative data was used to test the hypotheses and to determine the relationship between the variables monetary and non-monetary gifts and the key relational variables trust, satisfaction, affective commitment and normative commitment. The data was subsequently used to determine the moderating effect of the consumer's deal proneness on this relationship.

3.2 Sample

The experimental survey was spread online (e.g. through social media and by email), using convenience and snowball sampling. The survey was spread among acquaintances, they were asked to spread the survey among their acquaintances.

The respondents that were selected are Dutch, since the survey is in Dutch. The aim was to have an equal distribution in terms of gender and age, ideally the respondents would be 50% male and 50% female. Respondents were preferably at least 18 years old. In total, 211 respondents were collected, from the 2nd of May 2019 until the 13th of May 2019.

3.3 Survey design and measures

The survey was set up using items from existing literature. Table 1 shows the items that were used per variable and the sources of the articles the items were derived from. A list of items can be found in Appendix 1 (Table 7) and the survey can be found in Appendix 2.

Items	Variable	Source
1-6	Deal proneness	Lichtenstein et al. (1997); Burton et al. (1998); Palazon and Delgado-Ballester (2011)
7-12	Product category involvement	Mittal (1995)
13-14	Brand liking	Bhat and Reddy (2001)
15-16	Brand quality	Bhat and Reddy (2001)
17-24	Brand love	Carroll and Ahuvia (2006)
	Key relational variables:	
25-27	Satisfaction	Spreng et al. (1996)
28-29	Trust	Doney and Cannon (1997); Fullerton (2010)
30-32	Affective commitment	Allen and Meyer (1990)
33-35	Normative commitment	Allen and Meyer (1990)

Table 1: List of items, variables and sources

The survey starts by measuring the consumer's deal proneness, in order to prevent the data from being influenced by the gift type situation. Deal proneness is measured by using eight items that have been used by Lichtenstein, Burton and Netemeyer (1997), Burton et al. (1998) and Palazon and Delgado-Ballester (2011). All items are measured on seven-point Likert scales and all scales possess acceptable reliability ($\alpha > .80$).

Subsequently, the variables product category involvement, brand liking (i.e. brand affect), brand quality and brand love were measured. These variables were used as covariates in the data analysis. Product category involvement is measured by using six items from Mittal (1995). Brand liking and brand quality were measured using two items each from Bhat and Reddy (2001). Brand love was measured using eight items from Carroll and Ahuvia (2006). All items were measured on seven-point scales.

Thereafter, the respondents are exposed to one of the three gift type situations. Situation one is the monetary gift situation and is described as: "Imagine buying a new sweater at X. You receive the sweater. To thank you for your purchase, X gives you a €10 gift voucher as a gift". Situation two is the non-monetary gift situation and is described as: "Imagine buying a new

sweater at X. You receive the sweater. To thank you for your purchase, X gives you a t-shirt worth €10 as a gift”. Situation three is the no gift situation and is described as: “Imagine buying a new sweater at X. You receive the sweater”. The consumer is asked to answer the questions that follow with the aforementioned situation in mind.

The relationship between the brand and the consumer is measured using the four key relational variables: trust, satisfaction, affective commitment and normative commitment (Fullerton, 2011). Trust is measured by using two items that have been adapted by Fullerton (2010) and were originally composed by Doney and Cannon (1997). Satisfaction is measured by using three items from Spreng et al. (1996). Affective and normative commitment is measured by using items from Allen and Meyer (1990). All relational items are measured using seven-point Likert scales, except satisfaction, which is measured using seven-point differential semantic scales, these scales run from very satisfied to very dissatisfied, from contented to frustrated, and from exceeding to not meeting the consumer’s expectations (Spreng et al., 1996; Fullerton, 2011). All scales possess acceptable reliability ($\alpha > .80$).

In order to maintain the validity and reliability of the scales and items, they were translated to Dutch by using back translation. Back translation is a method that can be used in order to prevent discrepancies in the meaning of the scales and items after translation (Brislin, 1986). The translation was performed by an independent third party in order to ensure equivalent meaning of the scales and items in English and Dutch.

3.4 Data analysis procedure

The collected quantitative data was analysed using SPSS. Firstly, the missing data and the descriptive statistics were analysed. Subsequently, a reliability analysis and a factor analysis were conducted. The reliability analysis affirmed the reliability of the scales and the factor analysis affirmed the validity of the items.

Thereafter, a multivariate analysis of variance (MANOVA) was conducted in order to analyse the differences between groups and test H1, H2, H3 and H4 (Appendix 5). The respondents were randomly assigned to three groups, which are the three levels of the independent variable. The first group consists of respondents that have received a monetary gift, the second group consists of respondents that have received a non-monetary gift and the third group consists of respondents that have not received any gift. The dependent variables trust, satisfaction, affective commitment and normative commitment were measured by using seven-point scales, these can be interpreted as metrically scaled, which is one of the assumptions of performing a MANOVA (Field, 2013). Additionally, a two-way MANOVA

was performed, in order to test whether there is an interaction effect between the two independent variables (gift situation and deal proneness) on the four dependent variables (trust, satisfaction, affective commitment, normative commitment) (Appendix 6). This information is needed for testing H4, H6, H7 and H8.

After testing the hypotheses, additional analyses were performed. Firstly, to verify the results and gain more insights in the relationships between the variables, a regression analysis was performed, with deal proneness as a moderating effect (Appendix 7). Secondly, the means of the variables that were measured were compared in the three gift situations, to guarantee an equal distribution among the groups (Appendix 8). Thereafter, the variables product category involvement, brand liking, brand quality and brand love were included in the analyses as covariates, to determine whether these covariates changed the relationships between the independent and the dependent variables (Appendix 9).

3.5 Ethics

Every research involves ethical aspects. Therefore, it is important that the researcher thinks carefully about several ethical questions (Saunders, Lewis & Thornhill, 2011). An example of such an ethical question is how access to data can be obtained in a moral way. It is important that the research is designed in a way that it is morally representative towards all actors involved. The respondents of the experimental survey will remain strictly anonymous, which is described in the introduction of the survey. The introduction of the survey also describes the goal of the research and how the data will be used. The respondents participated voluntarily and independently, in their own pace and without feeling judged or pressured, which allows for more honesty. The survey can be terminated at any time, so respondents are not forced into finishing the survey. The respondents received the option to email the researcher if they have any questions or comments about participating. The privacy of the respondents is guarded, the data is handled discretely and is solely used for research purposes.

4 Results

4.1 Missing data

A missing value analysis was performed to determine whether the data did not consist of too many missing values. The analysis showed that the data that has been collected does not consist of any relevant missing values. This can be explained by the fact that the survey did not allow to skip any questions and that all incomplete surveys were deleted. The only missing values that were there, were caused by the experimental design, since every respondent was only exposed to one of the three situations and the corresponding questions. 72 respondents were exposed to the monetary gift situation (I), 70 respondents were exposed to the non-monetary gift situation (II) and 69 respondents were exposed to the situation without any gift (III) (Appendix 3, Table 8).

4.2 Descriptive statistics

A descriptive statistics analysis was performed (Appendix 3). The sample consists of 211 respondents. 24.6% of the sample is male and 75.4% of the sample is female (Appendix 3, Table 9). The largest age category is 18-24 years, consisting of 37.9%. The second largest age category is 25-34 years, consisting of 26.1% (Appendix 3, Table 10). Most respondents have a higher level of education. 33.2% of the sample has the educational level of higher professional education (HBO), followed by 28% with secondary vocational education (MBO) and 26.1% with university education (WO) (Appendix 3, Table 11).

In addition, a frequency table showed the means for the variables deal proneness, product category involvement, brand liking, brand quality and brand love (Appendix 3, Table 12). The average deal proneness among the sample is 4.97 on a scale from 1 to 7. The average product category involvement of the sample is 5.25. The average brand liking of the sample is 5.90. The average brand quality was 5.40. The average brand love of the sample is 4.41.

The dependent variables satisfaction, trust, affective commitment and normative commitment were measured in three different situations. The means of these variables are shown in a frequency table (Appendix 3, Table 13). The average level of satisfaction on a scale from 1 to 7 is 5.99 in the non-monetary gift situation, 5.64 in the monetary gift situation and 5.01 in the no gift situation. The average level of trust on a scale from 1 to 7 is 5.39 in the monetary gift situation, 5.26 in the non-monetary gift situation and 4.95 in the no gift situation. The average level of affective commitment on a scale from 1 to 7 is 4.24 in the non-monetary gift situation, 3.68 in the monetary gift situation and 3.34 in the no gift situation. The average

level of normative commitment on a scale from 1 to 7 is 3.29 in the non-monetary gift situation, 2.74 in the monetary gift situation and 2.19 in the no gift situation.

As expected, the lowest means for all dependent variables can be found in the no gift situation. Furthermore, it has been found that the levels of satisfaction, affective commitment and normative commitment are the highest in the non-monetary gift situation and that the level of trust is the highest in the monetary gift situation.

4.3 Reliability and validity

Reliability analysis

A reliability analysis was performed to affirm the reliability of the scales measuring the variables deal proneness, product category involvement, brand affect, brand quality, brand love, trust, satisfaction, affective commitment and normative commitment. The reliability analysis affirmed that all scales are reliable, as for all scales the Cronbach's alpha is higher than .70, as shown in Table 2.

Scale	Cronbach's alpha
Deal proneness	.797
Product category involvement	.902
Brand affect	.733
Brand quality	.974
Brand love	.901
Satisfaction	
<i>I (monetary gift)</i>	.826
<i>II (non-monetary gift)</i>	.954
<i>III (no gift)</i>	.908
Trust	
<i>I (monetary gift)</i>	.793
<i>II (non-monetary gift)</i>	.763
<i>III (no gift)</i>	.794
Affective commitment	
<i>I (monetary gift)</i>	.919
<i>II (non-monetary gift)</i>	.941
<i>III (no gift)</i>	.915
Normative commitment	
<i>I (monetary gift)</i>	.871
<i>II (non-monetary gift)</i>	.961
<i>III (no gift)</i>	.830

Table 2: Reliability analysis per scale

Factor analysis

A factor analysis was performed to affirm the validity of the items measuring the variables deal proneness, product category involvement, brand affect, brand quality, brand love, trust, satisfaction, affective commitment and normative commitment (Appendix 4,). The extraction method that has been used is the principal component analysis. After the oblimin rotation, only deal proneness had one double loader, which was the fifth item measuring deal proneness (DP5) (Appendix 4, Table 14-16). After removing DP5, all items measuring deal proneness loaded on one factor (Appendix 4, Table 17-19).

The key relational variables trust, satisfaction, affective commitment and normative commitment were measured for three different situations. Firstly, when performing the factor analysis with oblimin rotation for the key relational variables in the monetary gift situation (I), all items loaded on two factors (Appendix 4, Table 20-22). The items measuring trust and satisfaction loaded on one factor, and the items measuring affective and normative commitment loaded on the other factor. Similarly, when performing the factor analysis with oblimin rotation for the key relational variables in the non-monetary gift situation (II), all items loaded on two factors again (Appendix 4, Table 23-25). The items measuring satisfaction loaded on one factor, and the items measuring trust, affective and normative commitment loaded on the other factor. Lastly, when performing the factor analysis with oblimin rotation for the key relational variables in the situation without a gift (III), the items loaded on three factors (Appendix 4, Table 26-28). The items measuring satisfaction and trust loaded on one factor, the items measuring affective commitment loaded on another factor, and the items measuring normative commitment loaded on another factor.

It can be concluded, that the items measuring the key relational variables differ in their factor loadings, when measured in different situations. In some situations, the items overlap more than in others. Which can be explained by the fact that respondents assessed certain variables similarly in certain situations, which is understandable since they are all key relational variables. Overall, none of the items have any double loaders and the sets of items measuring trust, satisfaction, normative and affective commitment have each loaded on a single factor in at least one of the situations. Since all scales are derived from existing literature and the Cronbach's alphas are all sufficient, none of these items were removed.

4.4 Testing hypotheses

In order to test H1, H2, H3 and H4, a MANOVA was conducted (Appendix 5). The skewness and kurtosis values were between -1 and 1, so there were no extreme values and the assumption of normality is met (Appendix 5, Table 29). The Box's test of equality of covariances was non-significant ($p > .05$), so the assumption of equality of covariance matrices was met (Appendix 5, Table 31). The Levene's test was non-significant for satisfaction, trust and affective commitment ($p > .05$) and significant for normative commitment ($p < .05$), so the assumption of equality of error variances was only partially met (Appendix 5, Table 33). Therefore, the Games-Howell method was chosen for the Post Hoc tests. Wilks' lambda for the group effects was significant ($p < .05$, $F = 6.83$, $\eta^2 = .118$) (Appendix 5, Table 32). This indicates that there is a difference between the groups, which means that the different situations have different effects on the dependent variables trust, satisfaction, affective commitment and normative commitment.

H1a: *Receiving a monetary gift from a brand positively influences the consumer's trust in the brand.*

The average level of trust is higher when a monetary gift is received ($\mu = 5.39$), than when no gift is received ($\mu = 4.95$) (Appendix 5, Table 30). A post hoc test revealed that the mean difference (MD) between situation I and III ($MD = .44$) is significant with a value of .044 ($p < .05$) (Appendix 5, Table 35), which means H1a is confirmed.

H1b: *Receiving a non-monetary gift from a brand positively influences the consumer's trust in the brand.*

The average level of trust is higher when a non-monetary gift is received ($\mu = 5.26$), than when no gift is received ($\mu = 4.95$) (Appendix 5, Table 30). A post hoc test revealed that the mean difference between situation II and III ($MD = .31$) is non-significant with a value of .293 ($p < .05$) (Appendix 5, Table 35), which means H1b is rejected.

H2a: *Receiving a monetary gift from a brand positively influences the consumer's satisfaction with the brand.*

The average level of satisfaction is higher when a monetary gift is received ($\mu = 5.64$), than when no gift is received ($\mu = 5.01$) (Appendix 5, Table 30). A post hoc test revealed that the mean difference between situation I and III ($MD = .63$) is significant with a value of .000 ($p < .05$) (Appendix 5, Table 35), which means H2a is confirmed.

H2b: *Receiving a non-monetary gift from a brand positively influences the consumer's satisfaction with the brand.*

The average level of satisfaction is higher when a non-monetary gift is received ($\mu = 5.99$), than when no gift is received ($\mu = 5.01$) (Appendix 5, Table 30). However, a post hoc test revealed that the mean difference between situation II and III (MD = .99) is significant with a value of .000 ($p > .05$) (Appendix 5, Table 35), which means H2b is confirmed.

H3a: *Receiving monetary gift from a brand positively influences the consumer's affective commitment to the brand.*

The average level of affective commitment is higher when a monetary gift is received ($\mu = 3.68$), than when no gift is received ($\mu = 3.34$) (Appendix 5, Table 30). However, a post hoc test revealed that the mean difference between situation I and III (MD = .34) is non-significant with a value of .365 ($p > .05$) (Appendix 5, Table 35), which means H3a is rejected.

H3b: *Receiving non-monetary gift from a brand positively influences the consumer's affective commitment to the brand.*

The average level of affective commitment is higher when a non-monetary gift is received ($\mu = 4.24$), than when no gift is received ($\mu = 3.34$) (Appendix 5, Table 30). A post hoc test revealed that the mean difference between situation II and III (MD = .90) is significant with a value of .002 ($p < .05$) (Appendix 5, Table 35), which means H3b is confirmed.

H4a: *Receiving a monetary gift from a brand positively influences the consumer's normative commitment to the brand.*

The average level of normative commitment is higher when a monetary gift is received ($\mu = 2.74$), than when no gift is received ($\mu = 2.19$) (Appendix 5, Table 30). A post hoc test revealed that the mean difference between situation I and III (MD = .54) is significant with a value of .043 ($p < .05$) (Appendix 5, Table 35), which means H4a is confirmed.

H4b: *Receiving a non-monetary gift from a brand positively influences the consumer's normative commitment to the brand.*

The average level of normative commitment is higher when a non-monetary gift is received ($\mu = 3.29$), than when no gift is received ($\mu = 2.19$) (Appendix 5, Table 30). A post hoc test revealed

that the mean difference between situation II and III (MD = 1.09) is significant with a value of .000 ($p < .05$) (Appendix 5, Table 35), which means H4b is confirmed.

	Trust	Satisfaction	Affective commitment	Normative commitment
Mean difference I versus III	.4396*	.6292*	.3376	.5429*
Mean difference II versus III	.3079	.9856*	.8951*	1.0925*
Mean difference I versus II	.1317	-.3563	-.5575	-.5496

* The mean difference is significant ($p < .05$)

I = Monetary gift situation, II = Non-monetary gift situation, III = No gift situation

Table 3: Mean differences and significance

Table 3 shows an overview of the differences between the means. Almost all of the mean differences of the monetary situation versus the no gift situation and the non-monetary gift situation versus the no gift situation are significant, whereas the mean differences between the monetary and the non-monetary gift situation are all non-significant. When performing a regression analyses with dummies for monetary gifts and non-monetary gifts, the unstandardized coefficients (B) and are all equal to the mean differences presented in Table 3 (Appendix 7, Table 39).

Subsequently, in order to test H5, H6, H7 and H8, a two-way MANOVA was performed, in order to test whether there is an interaction effect between the two independent variables (gift situation and deal proneness) on the four dependent variables (trust, satisfaction, affective commitment, normative commitment) (Appendix 6). The sample was divided into high and low deal-prone groups via a median split. Wilks' lambda for the interaction effect of the gift situation and deal proneness is significant ($p < .05$, $F = 4.68$, $\eta^2 = .085$), which indicates that the effect of deal proneness is not the same among the different gift situations. Wilks' lambda for the effect of the gift situation is still significant ($p < .05$, $F = 6.79$, $\eta^2 = .119$), and the effect of deal proneness is significant as well ($p < .05$, $F = 4.04$, $\eta^2 = .074$) (Appendix 6, Table 37).

H5a: *The trust of consumers that are highly prone to deals is influenced more strongly by receiving a monetary gift, than by receiving a non-monetary gift.*

The tests of between-subjects effects (Appendix 6, Table 38) show that the interaction effect of the gift situation and deal proneness on trust is almost significant with a value of .055 ($p > .05$, $F = 2.94$) and the effect size of the interaction is small to medium ($\eta^2 = .028$). However, after

adding covariates (Section 4.5) the interaction effect on trust is significant and the effect size is higher ($p < .05$, $F = 5.58$, $\eta^2 = .053$) (Appendix 9, Table 46).

The mean (μ) value of trust of consumers that are highly prone to deals after receiving a monetary gift is 5.76, after receiving a non-monetary gift it is 5.55, and after not receiving any gift it is 4.95 (Appendix 6, Table 36). In addition, these differences are visualised in the profile plot (Appendix 6, Figure 5). The profile plot confirms that trust among high deal-prone consumers is the highest after receiving a monetary gift. Thus, the trust of consumers that are highly prone to deals is higher after receiving a monetary gift, than after receiving a non-monetary gift. Therefore, H7b is confirmed.

H5b: *The trust of consumers that are less prone to deals is influenced more strongly by receiving a non-monetary gift, than by receiving a monetary gift.*

The mean (μ) value of trust of consumers that are less prone to deals after receiving a monetary gift is 4.95, after receiving a non-monetary gift it is 4.80, and after not receiving any gift it is 4.95 (Appendix 6, Table 36). In addition, these differences are visualised in the profile plot (Appendix 6, Figure 5). The profile plot confirms that trust among low deal-prone consumers is the highest after receiving a monetary gift. Thus, the trust of consumers that are less prone to deals is higher after receiving a monetary gift, than after receiving a non-monetary gift. Therefore, H5b is rejected.

H6a: *The satisfaction of consumers that are highly prone to deals is influenced more strongly by receiving a monetary gift, than by receiving a non-monetary gift.*

The tests of between-subjects effects (Appendix 6, Table 38) show that the interaction effect of the gift situation and deal proneness on satisfaction is significant with a value of .000 ($p < .05$, $F = 9.39$) and the effect size of the interaction is medium to large ($\eta^2 = .084$). In addition, after adding covariates (Section 4.5) the interaction effect on satisfaction is still significant and the effect size is higher ($p < .05$, $F = 13.32$, $\eta^2 = .117$) (Appendix 9, Table 46).

The mean (μ) value of satisfaction of consumers that are highly prone to deals after receiving a monetary gift is 6.02, after receiving a non-monetary gift it is 6.26, and after not receiving any gift it is 4.81 (Appendix 6, Table 36). In addition, these differences are visualised in the profile plot (Appendix 6, Figure 4). The profile plot confirms that satisfaction among high deal-prone consumers is the highest after receiving a non-monetary gift. Thus, the satisfaction of consumers that are highly prone to deals is higher after receiving a non-monetary gift, than after receiving a monetary gift. Therefore, H6a is rejected.

H6b: *The satisfaction of consumers that are less prone to deals is influenced more strongly by receiving a non-monetary gift, than by receiving a monetary gift.*

The mean (μ) value of satisfaction of consumers that are less prone to deals after receiving a monetary gift is 5.19, after receiving a non-monetary gift it is 5.57, and after not receiving any gift it is 5.23 (Appendix 6, Table 36). In addition, these differences are visualised in the profile plot (Appendix 6, Figure 4). The profile plot confirms that satisfaction among low deal-prone consumers is the highest after receiving a non-monetary gift. Thus, the satisfaction of consumers that are less prone to deals is higher after receiving a non-monetary gift, than after receiving a monetary gift. Therefore, H6b is confirmed.

H7a: *The affective commitment of consumers that are highly prone to deals is influenced more strongly by receiving a monetary gift, than by receiving a non-monetary gift.*

The tests of between-subjects effects (Appendix 6, Table 38) show that the interaction effect of the gift situation and deal proneness on affective commitment is non-significant with a value of .168 ($p > .05$, $F = 1.80$) and the effect size of the interaction is small ($\eta^2 = .017$). However, after adding covariates (Section 4.5) the interaction effect on affective commitment is significant and the effect size is higher ($p < .05$, $F = 3.23$, $\eta^2 = .031$) (Appendix 9, Table 46).

The mean (μ) value of affective commitment of consumers that are highly prone to deals after receiving a monetary gift is 4.26, after receiving a non-monetary gift it is 4.47, and after not receiving any gift it is 3.50 (Appendix 6, Table 36). In addition, these differences are visualised in the profile plot (Appendix 6, Figure 6). The profile plot confirms that affective commitment among high deal-prone consumers is the highest after receiving a non-monetary gift. Thus, the affective commitment of consumers that are highly prone to deals is higher after receiving a non-monetary gift. Therefore, H7a is rejected.

H7b: *The affective commitment of consumers that are less prone to deals is influenced more strongly by receiving a non-monetary gift, than by receiving a monetary gift.*

The mean (μ) value of affective commitment of consumers that are less prone to deals after receiving a monetary gift is 3.00, after receiving a non-monetary gift it is 3.86, and after not receiving any gift it is 3.17 (Appendix 6, Table 36). In addition, these differences are visualised in the profile plot (Appendix 6, Figure 6). The profile plot confirms that affective commitment among low deal-prone consumers is the highest after receiving a non-monetary gift. Thus, the

affective commitment of consumers that are less prone to deals is higher after receiving a non-monetary gift. Therefore, H7b is confirmed.

H8a: *The normative commitment of consumers that are highly prone to deals is influenced more strongly by receiving a monetary gift, than by receiving a non-monetary gift.*

The tests of between-subjects effects (Appendix 6, Table 38) show that the interaction effect of the gift situation and deal proneness on normative commitment is significant with a value of .000 ($p < .05$, $F = 10.17$) and the effect size of the interaction is medium to large ($\eta^2 = .090$). In addition, after adding covariates (Section 4.5) the interaction effect on normative commitment is still significant and the effect size is higher ($p < .05$, $F = 11.65$, $\eta^2 = .104$) (Appendix 9, Table 46).

The mean (μ) value of normative commitment of consumers that are highly prone to deals after receiving a monetary gift is 3.44, after receiving a non-monetary gift it is 3.51, and after not receiving any gift it is 1.92 (Appendix 6, Table 36). In addition, these differences are visualised in the profile plot (Appendix 6, Figure 7). The profile plot confirms that normative commitment among high deal-prone consumers is the highest after receiving a non-monetary gift. Thus, the normative commitment of consumers that are highly prone to deals is higher after receiving a non-monetary gift. Therefore, H8a is rejected.

H8b: *The normative commitment of consumers that are less prone to deals is influenced more strongly by receiving a non-monetary gift, than by receiving a monetary gift.*

The mean (μ) value of normative commitment of consumers that are less prone to deals after receiving a monetary gift is 1.90 and after receiving a non-monetary gift it is 2.93, and after not receiving any gift it is 2.49 (Appendix 6, Table 36). In addition, these differences are visualised in the profile plot (Appendix 6, Figure 7). The profile plot confirms that normative commitment among low deal-prone consumers is the highest after receiving a non-monetary gift. Thus, the normative commitment of consumers that are less prone to deals is higher after receiving a non-monetary gift. Therefore, H8b is confirmed.

	F	Sig.	η^2
Trust	2,941	,054	,028
Satisfaction	9,390	,000	,084
Affective commitment	1,801	,168	,017
Normative commitment	10,172	,000	,090

Table 4: Interaction effects (gift situation * deal proneness) on the dependent variables

Table 4 shows an overview of the interaction effects of the gift situation and deal proneness on the four dependent variables trust, satisfaction, affective commitment and normative commitment without covariates. The interaction effects of the gift situation and deal proneness were highest on the dependent variables normative commitment and satisfaction.

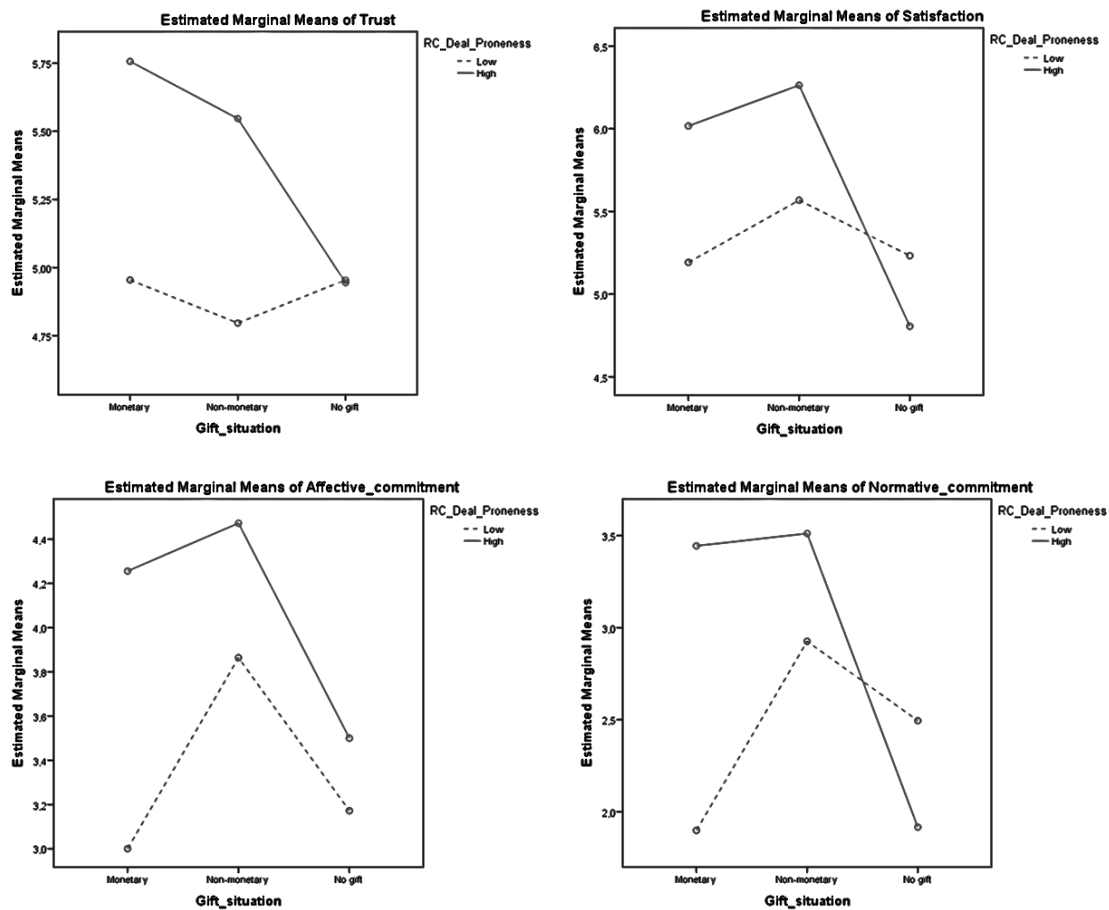


Figure 2: Profile plots

The profile plots, as shown in Figure 2, visualise the interaction effects of the gift situation and deal proneness on the dependent variables trust, satisfaction, affective commitment and normative commitment without covariates. When looking at these profile plots, it can be concluded that the marginal means of all dependent variables are higher among highly deal-prone consumers after receiving a gift, than among less deal-prone consumers after receiving a gift. When highly deal-prone consumers did not receive any gift, the marginal means of the dependent variables are evidently much lower, compared to the marginal means of highly deal-prone consumers after receiving a gift.

4.5 Additional analyses

A regression analysis was conducted with deal proneness as a moderating effect, in order to verify the results and gain more insights in the relationships between variables (Appendix 7, Table 40-43). The regression analysis confirms that the higher deal proneness, the higher the trust, satisfaction, affective commitment and normative commitment after receiving a monetary or non-monetary gift, as all coefficients are positive and significant ($p < .05$), as shown in Table 5. Trust is affected more by receiving a monetary gift than by receiving a non-monetary gift, whereas satisfaction, affective commitment and normative commitment are affected more by receiving a non-monetary gift.

		Trust	Satisfaction	Affective commitment	Normative commitment
Monetary gift	<i>B</i>	.133	.161	.120	.173
* deal proneness	<i>Beta</i>	.277	.365	.183	.271
	<i>Sig.</i>	.000	.000	.016	.000
Non-monetary gift	<i>B</i>	.097	.217	.211	.258
* deal proneness	<i>Beta</i>	.208	.504	.332	.414
	<i>Sig.</i>	.007	.000	.000	.000

B = Unstandardized coefficient, *Beta* = Standardized coefficient

Table 5: Outcomes of the regression analysis for the dependent variables

Furthermore, the means of age, gender and education were compared, to make sure that they were equally distributed among the three gift situations. The analysis showed that the means of the variables age, gender and education are almost equal for every gift situation (Appendix 8, Table 44). Similarly, the means of product category involvement, brand liking, brand quality and brand love were compared. The analysis showed that the means of these variables were almost equal for every gift situation as well (Appendix 8, Table 44).

Subsequently, a two-way MANCOVA was conducted, in order to eliminate the effects of the covariates on the relationship between the independent variable gift situation and the dependent relational variables, and to reduce error terms (Field, 2013). The variables product category involvement, brand liking, brand quality and brand love were added as covariates. Wilk's lambda is significant for product category involvement ($p < .05$, $F = 4.31$, $\eta^2 = .080$), brand love ($p < .05$, $F = 32.33$, $\eta^2 = .395$), gift situation ($p < .05$, $F = 8.78$, $\eta^2 = .151$), and for the interaction effect of the gift situation and deal proneness ($p < .05$, $F = 5.25$, $\eta^2 = .096$) (Appendix 9, Table 45). Wilk's Lambda is non-significant for brand liking ($p > .05$, $F = 1.78$, $\eta^2 = .035$), brand quality ($p > .05$, $F = .79$, $\eta^2 = .016$) and deal proneness ($p > .05$, $F = 1.68$, $\eta^2 = .033$) (Appendix 9, Table 45).

The relationships between the gift situations and the dependent variables are all still significant ($p < .05$) (Appendix 9, Table 46). The interaction effect of the gift situation and deal proneness is significant on all the dependent variables: trust ($p < .05$, $F = 5.58$), satisfaction ($p < .05$, $F = 13.32$), affective commitment ($p < .05$, $F = 3.23$), normative commitment ($p < .05$, $F = 11.65$) (Appendix 9, Table 46). The effect size of the interaction is medium on trust ($\eta^2 = .053$), large on satisfaction ($\eta^2 = .117$), small to medium on affective commitment ($\eta^2 = .031$), and large on normative commitment ($\eta^2 = .104$) (Appendix 9, Table 46). The interaction effects were highest on the dependent variables normative commitment and satisfaction, as shown in Table 6. In addition, the profile plots in Figure 3 visualise the changes in the interaction effects on the dependent variables, after adding the covariates.

	F	Sig.	η^2
Trust	5.580	.004	.053
Satisfaction	13.318	.000	.117
Affective commitment	3.228	.042	.031
Normative commitment	11.646	.000	.104

Table 6: Interaction effects (gift situation * deal proneness) on the dependent variables

When looking at the profile plots in Figure 3, it can be concluded that the mean values of all dependent variables are higher among highly deal-prone consumers after receiving a gift, than among less deal-prone customers after receiving a gift (Appendix 9, Figure 8-11). When highly deal-prone consumers did not receive any gift, the mean values of the dependent variables are evidently much lower, compared to the mean values of highly deal-prone consumers after receiving a gift. The trust of highly deal-prone consumers is most influenced by receiving a monetary gift, whereas the satisfaction, affective commitment and normative commitment of highly deal-prone consumers are most influenced by receiving a non-monetary gift.

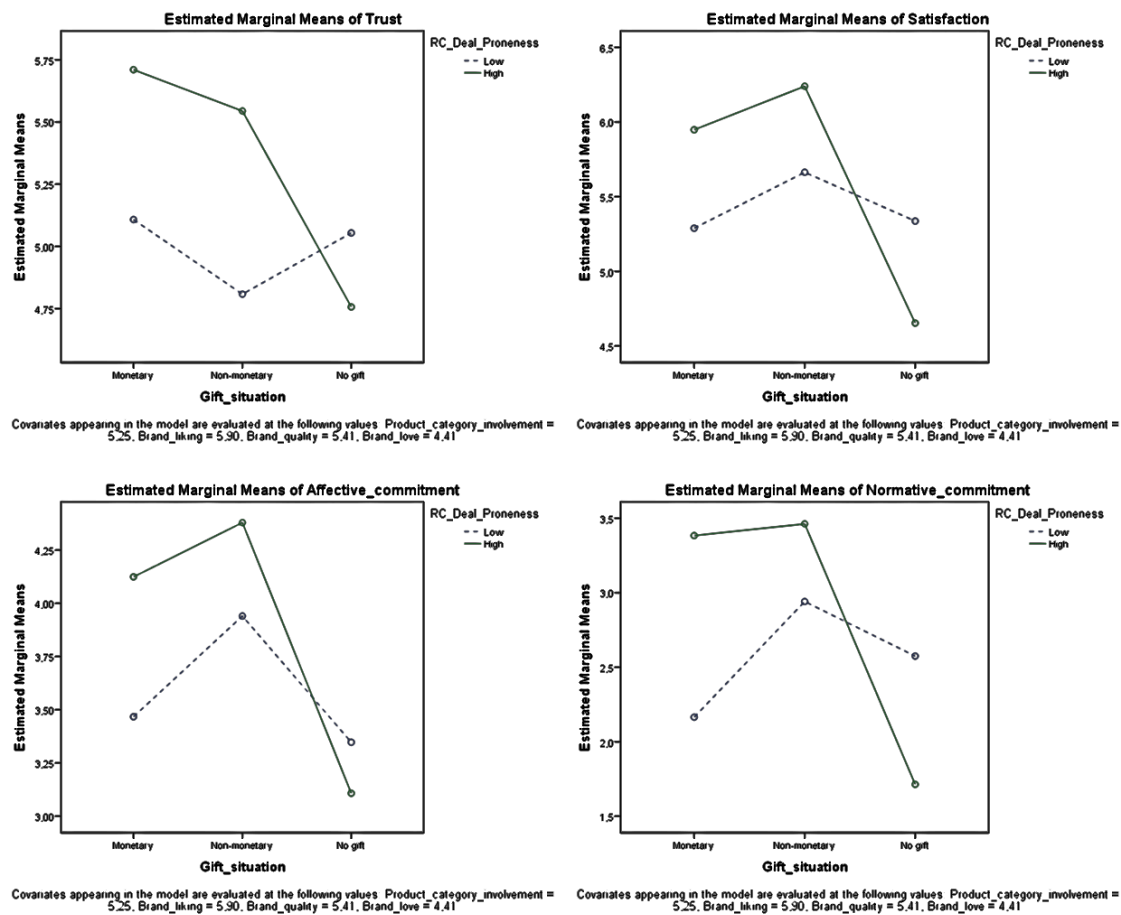


Figure 3: Profile plots including covariates

Lastly, the MAN(C)OVAS were all conducted as separate AN(C)OVAS, in order to determine whether the effects still hold when the dependent variables are separated into different analyses. These AN(C)OVAS revealed the same results as the MAN(C)OVAS.

5 Discussion and conclusion

The aim of this thesis was to investigate the different effects of monetary and non-monetary gifts on the relationship between brands and consumers, and the moderating role of deal proneness. The findings of the research contribute to existing literature, by providing new knowledge about the effects of gifts on the key relational variables trust, satisfaction, affective commitment and normative commitment.

To begin with, reciprocity is an important concept that might arise from gift-giving situations, which might explain how a gift could be an important influencer of the relationship between brands and consumers (Sherry, 1983; Perugini, 2003; Palmatier et al., 2006). Therefore, it was hypothesised that monetary and non-monetary gifts positively influence the key relational variables. The results confirm that the key relational variables were significantly higher after receiving a gift, than after not receiving any gift. When comparing monetary gifts to non-monetary gifts, the results show that trust is influenced more strongly by receiving a monetary gift, whereas satisfaction, affective commitment and normative commitment are influenced more strongly by receiving a non-monetary gift. Apart from this, satisfaction and normative commitment were the only variables that were significantly higher after receiving a monetary gift and after receiving a non-monetary gift.

Moreover, both monetary and non-monetary gifts can positively influence various reciprocal responses (Montaner & Pina, 2008; Yi & Yoo, 2011; Montaner et al., 2011; Buil et al., 2013). The variation in these responses can be explained by the consumer's internal traits, such as deal proneness (Inman, McAlister, & Hoyer, 1990). Existing literature describes that monetary gifts are often more helpful for inducing positive responses from highly deal-prone consumers and non-monetary gifts are often more helpful for inducing positive responses from less deal-prone consumers (Crespo-Almendros & Del Barrio-García, 2016). Thus, it was hypothesised that the trust, satisfaction, affective commitment and normative commitment of consumers that are highly prone to deals is influenced more strongly by receiving a monetary gift, than by receiving a non-monetary gift. On the other hand, it was hypothesised that the trust, satisfaction, affective commitment and normative commitment of consumers that are less prone to deals is influenced more strongly by receiving a non-monetary gift, than by receiving a monetary gift.

The results show that there were no large differences between the highly deal-prone and the less deal-prone groups per dependent variable, after receiving a monetary gift or a non-monetary gift. To be more specific, when adding the moderating effect of deal proneness, it

was found that the trust of both high and low deal-prone consumers is influenced more strongly by receiving a monetary gift, than by receiving a non-monetary gift. On the contrary, it was found that the satisfaction, affective commitment and normative commitment of both high and low deal-prone consumers are influenced more strongly by receiving a non-monetary gift, than by receiving a monetary gift.

Nevertheless, the results of this thesis do confirm that the average trust, satisfaction, affective commitment and normative commitment of the highly deal-prone respondents were noticeably higher after receiving a gift, than of the less deal-prone respondents after receiving a gift. When highly deal-prone consumers did not receive any gift, the key relational variables were evidently much lower, than when they did receive a gift. This affirms the assumption that consumers who are prone to deals are generally sensitive to all deal types and, as one might expect, they are influenced more strongly by receiving promotional gifts than consumers who are less prone to deals (Lichtenstein, Netemeyer, & Burton, 1995; Kumar, Karande & Reinarts, 1998). Moreover, the interaction effect of the gift situation and deal proneness was significant on all key relational variables after adding covariates. The interaction of the gift situation and deal proneness has the largest effect on normative commitment and satisfaction, it has a medium effect on trust and the smallest effect on affective commitment.

Altogether, the discussion that has been provided answers the research question that has been composed: *“How do monetary and non-monetary gifts, given by a brand to the consumer, affect key relational variables and how is this effect moderated by the consumer’s deal proneness?”*. In short, it can be concluded that the key relational variables are positively influenced by receiving a monetary gift, a non-monetary gift, or both. In addition, the results have confirmed the moderating effect of deal proneness, as especially consumers that are highly prone to deals are strongly influenced by receiving a gift. Since trust, satisfaction, affective commitment and normative commitment are very important in building a relationship between the brand and the consumer, it is possible that receiving a gift from a brand can contribute to building a strong and lengthy relationship between the brand and the consumer.

6 Theoretical and managerial implications

6.1 Theoretical implications

In existing literature, hardly anything was known about the effects of gifts on the relationship between brands and consumers, and even less was known about the different effects of monetary and non-monetary gifts on this relationship. However, it is known that gifts can serve as a means to foster a relationship, but most research focused on the interpersonal level (Sherry, 1983; Ruth, Otnes & Brunel, 1999; Chan & Mogilner, 2016).

This thesis contributes to the theory, because it researched the effects of gifts on the relationship between brands and consumers, instead of the effect of gifts on interpersonal relationships. Existing literature regarding gifts at the brand to consumer level has focused on the influence of these gifts on sales, consumers' evaluations of the brand and purchase intentions, whereas this thesis focuses on the influence of gifts on the relationship between brands and consumers (Montaner & Pina, 2008; Montaner et al., 2011; Buil, De Chernatony & Montaner, 2013).

Furthermore, existing research described that monetary gifts are frequently expected to have more negative effects on brand image assessments, whereas non-monetary gifts are expected to have more positive effects on these assessments (Montaner & Pina, 2008). On the contrary, other existing research described that both monetary and non-monetary gifts can have positive effects on brand attitude and image, and that the difference in these effects could be explained by traits of the consumer, such as deal proneness (Yin & Yoo, 2011; Crespo-Almendros & Del Barrio-García, 2016).

This thesis investigates how monetary and non-monetary gifts affect the key relational variables, instead of researching how variables such as brand image or brand attitude are affected. The results suggest that both monetary and non-monetary gifts can have a positive effect on the key relational variables. However, monetary gifts appear to be more effective for increasing trust, and non-monetary gifts appear to be more effective for increasing satisfaction, affective commitment and normative commitment. The effect of gift situation on the key relational variables appears to be moderated by the consumer's level of deal proneness, as the effects of monetary and non-monetary gifts on the key relational variables are much stronger for consumers that are prone to deals. These findings expand the knowledge in existing literature and are especially relevant for marketing literature.

6.2 Managerial implications

The findings of this thesis have useful managerial implications, because important intelligence is provided that could be helpful for brands in building a strong, lengthy and healthy relationship with the consumer. The findings do not only contribute to improving relationship marketing, but they could also stimulate positive outcomes of the relationship between the brand and the consumer, such as positive word of mouth, increased loyalty and firm performance. Managers can optimise the effectiveness of their marketing strategies, by applying the knowledge that can be derived from this thesis. In this way, these marketing strategies can be customised and adapted to different types of consumers.

Firstly, when managers are establishing marketing strategies in order to improve the relationship between the brand and the consumers, they can implement the findings of this research. When the aim is to establish a better relationship with the consumer, the brand can focus on increasing trust, satisfaction, affective commitment and normative commitment. The effectiveness of these strategies can be increased, because the findings of this thesis have illustrated the different effects of the different gift types on these key relational variables. To be more specific, with this knowledge in mind, marketing and brand managers could offer non-monetary gifts to their consumers in order to efficiently increase the satisfaction, affective commitment and normative commitment. Besides that, they could offer monetary gifts to their consumers in order to efficiently increase trust.

Furthermore, it is advisable that managers invest in getting to know their consumers. Specifically, information should be collected about whether their consumers are highly prone to deals or less prone to deals, because the findings of this research indicate that gifts can have a different effect on consumers depending on the degree to which they are prone to deals. Managers could learn from this research by keeping in mind that the positive effects of offering gifts are much higher for consumers that are highly prone to deals. If managers notice that offering gifts does not yield the desired positive effects, they might want to investigate whether their consumers are prone to deals or not. When brands find out that their consumers are not prone to deals, they might want to use different strategies for increasing the trust, satisfaction, affective commitment and normative commitment of these consumers more efficiently.

Lastly, it is important to keep Corporate Social Responsibility (CSR) in mind when applying the knowledge into marketing strategies, which entails that brands should take responsibility of the effect they have on society. Managers should not misuse the knowledge that is provided by this thesis. The purpose of this thesis is to contribute to building a strong, lengthy and healthy relationship between brands and consumers, with the help of gifts. Gifts

should not be used to manipulate consumers into undesirable situations. Moreover, offering gifts should not only be beneficial to the brand, but it should be beneficial to both the brand and the consumer. Therefore, gifts should be given as a token of appreciation and as an investment of the brand in the consumer, in order to make the consumer feel good and in order to generate more value for the consumer. Receiving a gift from a brand should be a pleasant experience and consumers should feel like they benefit from it. Managers should focus on the positive effects of gifts for the consumer, from there they can try to establish a healthy relationship with the consumer, which might ultimately lead to positive outcomes for the brand as well.

7 Research limitations and further research

The first limitations of this thesis are caused by the relatively short time frame that is available for conducting the research, and by the lack of financial resources to support the research. This explains why choices had to be made regarding the extensiveness of this thesis. If there would have been more time available it would have been interesting to research other concepts as well in this research, such as other moderating effects.

Furthermore, the online survey was spread using convenience sampling, which might cause the sample to be ungeneralizable for the Dutch population. The survey was spread in the Netherlands, which causes the data to be ungeneralizable to other nationalities. Therefore, further research could include respondents of multiple nationalities, and investigate whether the findings differ for these different nationalities. Apart from this, there were more women than men in the sample, which might cause the results to be ungeneralizable to both genders.

This research found that highly deal-prone consumers are influenced more strongly by receiving promotional gifts than consumers who are less prone to deals. Thus, further research could investigate how they could affect the key relational variables trust, satisfaction, affective commitment and normative commitment of less deal-prone consumers more efficiently.

In addition, further research could include an online and an offline aspect, as this thesis did not specify whether the purchase took place in an online or in an offline environment. It could be investigated whether the findings of this research differ for offline and online purchases. Besides that, further research could also include different product categories, because this thesis focused solely on the product category clothing and the findings might differ for different product categories. The commonness of the gift could also be investigated in further research, by analysing whether the consumer is expecting a gift or not, and how these expectations affect the dependent variables.

This research used three type of gift situations. A €10 gift voucher was given in the monetary gift situation, a €10 t-shirt was given in the non-monetary gift situation and no gift was given in the last situation. Further research could compare the effects of multiple different monetary (e.g. discounts) and non-monetary gifts (e.g. free samples, buy one get one free promotions, sweepstakes and contests), or gifts with different values. In addition, further research could investigate the combined effect of receiving multiple gifts, for example over a longer period in time. This will also create the opportunity to look into the long-term effects of receiving gifts, as the data for this thesis was measured at one moment in time.

Lastly, this research solely focused on the key relational variables trust, satisfaction, affective commitment and normative commitment, further research could include other relational variables as well, to see how these are affected by receiving gifts, and to see how these are moderated by deal proneness. This might also contribute to the knowledge about the outcomes that might arise from building a strong and lengthy relationship with the consumer.

8 References

- Allen, N. J., & Meyer, J. P. (1990). The measurement and antecedents of affective, continuance and normative commitment to the organization. *Journal of occupational psychology*, 63(1), 1-18.
- Allen, N., Meyer, J. (1990). The measurement and antecedents of affective, continuance and normative commitment to the organization. *Journal of Occupational Psychology*, 63, 1–18.
- Anderson, E., & Weitz, B. (1989). Determinants of continuity in conventional industrial channel dyads. *Marketing science*, 8(4), 310-323.
- Bhat, S., & Reddy, S. K. (2001). The impact of parent brand attribute associations and affect on brand extension evaluation. *Journal of Business Research*, 53(3), 111-122.
- Brislin, R. W. (1986). Research instruments. Field methods in cross-cultural research: Cross-cultural research and methodology series, 8, 137-164
- Buil, I., De Chernatony, L., & Montaner, T. (2013). Factors influencing consumer evaluations of gift promotions. *European Journal of Marketing*, 47(3/4), 574-595.
- Burton, S., Lichtenstein, D. R., Netemeyer, R. G., & Garretson, J. A. (1998). A scale for measuring attitude toward private label products and an examination of its psychological and behavioral correlates. *Journal of the academy of marketing science*, 26(4), 293.
- Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing letters*, 17(2), 79-89.
- Chan, C., & Mogilner, C. (2017). Experiential gifts foster stronger social relationships than material gifts. *Journal of Consumer research*, 43(6), 913-931.
- Crespo-Almendros, E., & Del Barrio-García, S. (2015). Expert vs. novice users: Comparative analysis of the effectiveness of online discounts and gifts. *Revista Española de Investigación de Marketing ESIC*, 19(1), 46-61.
- Crespo-Almendros, E., & Del Barrio-García, S. (2016). Do online discounts and free gifts damage brand image of service? The moderating role of promotion-proneness. *Service Business*, 10(1), 31-58.
- Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer–seller relationships. *Journal of marketing*, 61(2), 35-51.
- Fehr, E., & Gächter, S. (2000). Fairness and retaliation: The economics of reciprocity. *Journal of economic perspectives*, 14(3), 159-181.
- Field, A. (2013). *Discovering Statistics Using SPSS*. Los Angeles: Sage Publications Ltd.

- Fullerton, G. (2003). When does commitment lead to loyalty? *Journal of Service Research*, 5(4), 333–344. *Journal of Marketing*, 58(2), 20–38.
- Fullerton, G. (2011). Creating advocates: The roles of satisfaction, trust and commitment. *Journal of Retailing and Consumer Services*, 18(1), 92-100.
- Ganesan, S. (1994). Determinants of long-term orientation in buyer-seller relationships. *Journal of marketing*, 58(2), 1-19.
- Gundlach, G., Achrol, R., Mentzer, J. (1995). The structure of commitment in exchange. *Journal of Marketing*, 59(1), 78–92.
- Huff, L. C., Alden, D. L., & Tietje, B. C. (1999). Managing the sales promotion mix: brand managers' response to sales promotions. *Journal of Promotion Management*, 5(1), 77-89.
- Inman, J. J., McAlister, L., & Hoyer, W. D. (1990). Promotion signal: proxy for a price cut?. *Journal of consumer research*, 17(1), 74-81.
- Kumar, V. K. K. W. J., Hurley, M., Karande, K., & Reinartz, W. J. (1998). The impact of internal and external reference prices on brand choice: the moderating role of contextual variables. *Journal of Retailing*, 74(3), 401-426.
- Lichtenstein, D. R., Burton, S., & Netemeyer, R. G. (1997). An examination of deal proneness across sales promotion types: a consumer segmentation perspective. *Journal of Retailing*, 73(2), 283-297.
- Lichtenstein, D. R., Netemeyer, R. G., & Burton, S. (1995). Assessing the domain specificity of deal proneness: a field study. *Journal of Consumer Research*, 22(3), 314-326.
- Mittal, B. (1995). A comparative analysis of four scales of consumer involvement. *Psychology & marketing*, 12(7), 663-682.
- Montaner, T., & Pina, J. M. (2008). The effect of promotion type and benefit congruency on brand image. *Journal of Applied Business Research*, 24(3), 15-28.
- Montaner, T., De Chernatony, L., & Buil, I. (2011). Consumer response to gift promotions. *Journal of Product & Brand Management*, 20(2), 101-110.
- Moorman, C., Zaltman, G., Deshpande, R. (1992). Relationships between buyers and users of market research: the dynamics of trust within and between organizations. *Journal of Marketing Research*, 29(3), 314–328.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of marketing*, 58(3), 20-38.
- Oliver, R. L. (1980). *A cognitive model of the antecedents and consequences of satisfaction decisions*. *Journal of marketing research*, 17(4), 460-469.

- Palazon, M., & Delgado-Ballester, E. (2011). The expected benefit as determinant of deal-prone consumers' response to sales promotions. *Journal of Retailing and Consumer Services*, 18(6), 542-547.
- Palmatier, R. W., Dant, R. P., Grewal, D., & Evans, K. R. (2006). Factors influencing the effectiveness of relationship marketing: A meta-analysis. *Journal of marketing*, 70(4), 136-153.
- Perugini, M., Gallucci, M., Presaghi, F., & Ercolani, A. P. (2003). The personal norm of reciprocity. *European Journal of Personality*, 17(4), 251-283.
- Pervan, S. J., Bove, L. L., & Johnson, L. W. (2009). Reciprocity as a key stabilizing norm of interpersonal marketing relationships: Scale development and validation. *Industrial Marketing Management*, 38(1), 60-70.
- Reynolds, K. E., & Beatty, S. E. (1999). Customer benefits and company consequences of customer-salesperson relationships in retailing. *Journal of retailing*, 75(1), 11-13.
- Ruth, J. A., Otnes, C. C., & Brunel, F. F. (1999). Gift receipt and the reformulation of interpersonal relationships. *Journal of Consumer Research*, 25(4), 385-402.
- Saunders, M., Lewis, P. & Thornhill, A. (2011). *Methoden en technieken van onderzoek*. Amsterdam: Pearson Benelux B.V.
- Sherry Jr, J. F. (1983). Gift giving in anthropological perspective. *Journal of consumer research*, 10(2), 157-168.
- Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of marketing*, 66(1), 15-37.
- Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W. (1996). A reexamination of the determinants of consumer satisfaction. *Journal of marketing*, 60(3), 15-32.
- Szymanski, D. M., & Henard, D. H. (2001). Customer satisfaction: A meta-analysis of the empirical evidence. *Journal of the academy of marketing science*, 29(1), 16-35.
- Yi, Y., & Yoo, J. (2011). The long-term effects of sales promotions on brand attitude across monetary and non-monetary promotions. *Psychology & Marketing*, 28(9), 879-896.

9 Appendices

9.1 Appendix 1: List of items

Deal proneness

1. I have a favourite brand, but most of the time I buy the brand that is on special offer
 2. I am more likely to buy brands that are on special offer than those that are not
 3. When I use coupons, I feel that I am getting a good deal
 4. I enjoy buying products that come with a free gift
 5. When I take advantage of a 'buy-one-get-one-free' offer, I feel good
 6. Compared to most people, I am likely to buy brands that are on special offer
-

Product category involvement

7. Clothing is very important to me
 8. For me, clothing does not matter
 9. Clothing is an important part of my life
 10. I choose clothing very carefully
 11. Which clothing I buy matters to me a lot
 12. Choosing clothing is an important decision for me
-

Brand affect

13. I like the brand X.
 14. What are your feelings about X generally?
Positive → negative
-

Brand quality

15. The quality I associate with X is:
Very high → very low
 16. The quality I associate with X is:
Excellent → poor
-

Brand love

17. X is a wonderful brand
 18. X makes me feel good
 19. I have neutral feelings about X
 20. X makes me very happy
 21. I love X
 22. I have no particular feelings about X
 23. I am passionate about X
-

24. I'm very attached to X

Satisfaction

25. My feelings towards my last encounter with X are:

Very satisfied → very dissatisfied

26. My feelings towards my last encounter with X are:

Contented → frustrated

27. My feelings towards my last encounter with X are:

My expectations have been exceeded → My expectations have not been met

Trust

28. X is concerned with my needs

29. X is trustworthy

Affective commitment

30. I feel emotionally attached to X

31. X has a great deal of personal meaning for me

32. I feel a strong sense of identification with X

Normative commitment

33. I feel obligated to doing business with X

34. I believe in being loyal to X because it has done good things for me in the past

35. If I got a better offer from another X, I would not think it is right to switch away from X

Table 7: List of items

9.2 Appendix 2: Experimental survey

Dear respondent,

Thank you for participating in this study! My name is Eva Siemons and I am a master student specialising in marketing at Radboud University Nijmegen. This experimental survey about gifts is part of my master thesis. The answers you give will remain anonymous and the results will solely be used for research purposes.

Please answer the questions and statements as honestly as possible.

Your participation is highly appreciated and very helpful!

Kind regards,

Eva Siemons



Please indicate to what extent you agree with the following statements.

Strongly agree

Strongly disagree

☐ ☐ ☐ ☐ ☐ ☐ ☐

1. I have a favourite brand, but most of the time I buy the brand that is on special offer
2. I am more likely to buy brands that are on special offer than those that are not
3. When I use coupons, I feel that I am getting a good deal
4. I enjoy buying products that come with a free gift
5. When I take advantage of a 'buy-one-get-one-free' offer, I feel good
6. Compared to most people, I am likely to buy brands that are on special offer

16. The quality I associate with X is:

Very high							Very low
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excellent							Poor
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate to what extent you agree with the following statements.

Strongly agree							Strongly disagree
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 17. X is a wonderful brand
- 18. X makes me feel good
- 19. I have neutral feelings about X
- 20. X makes me very happy
- 21. I love X
- 22. I have no particular feelings about X
- 23. I am passionate about X
- 24. I'm very attached to X

(The respondents will randomly be assigned to situation I, II or III. Each respondent will only be exposed to one of the three scenarios, where the mentioned brand has given (I) a monetary gift (II) a non-monetary gift (III) no gift at all)

For the following questions it is important that you try to imagine the following situation:

- (I) Imagine buying a new sweater at X. You receive the sweater. To thank you for your purchase, X gives you a € 10 gift voucher as a gift.**
- (II) Imagine buying a new sweater at X. You receive the sweater. To thank you for your purchase, X gives you a t-shirt worth €10 as a gift.**
- (III) Imagine buying a new sweater at X. You receive the sweater.**

25. (I) My feelings towards my last encounter with X, after receiving the sweater and the coupon as a gift, would be:

(II) My feelings towards my last encounter with X, after receiving the sweater and the t-shirt as a gift, would be:

(III) My feelings towards my last encounter with X, after receiving the sweater, would be:

Very satisfied

☐ ☐ ☐ ☐ ☐ ☐ ☐

Very dissatisfied

Contented

☐ ☐ ☐ ☐ ☐ ☐ ☐

Frustrated

My expectations have been exceeded

☐ ☐ ☐ ☐ ☐ ☐ ☐

My expectations were not met

(I) Please indicate to what extent you would agree with the following statements, after receiving the sweater and the coupon as a gift.

(II) Please indicate to what extent you would agree with the following statements, after receiving the sweater and the t-shirt as a gift.

(III) Please indicate to what extent you would agree with the following statements, after receiving the sweater.

Strongly agree

☐ ☐ ☐ ☐ ☐ ☐ ☐

Strongly disagree

26. X is concerned with my needs

27. X is trustworthy

28. I feel emotionally attached to X

29. X has a great deal of personal meaning for me

- 30. I feel a strong sense of identification with X
- 31. I feel obligated to doing business with X
- 32. I believe in being loyal to X because it has done good things for me in the past
- 33. If I got a better offer from another X, I would not think it is right to switch away from X

You have reached the final part of this survey. Please answer the questions below about your age, gender, nationality, etc.

- 34. What is your gender? (Male, female, other)
- 35. What is your age? (Under 18, 18-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75-84, 85 or older)
- 36. What is your highest, completed education? (Dutch education: basisonderwijs, lbo / vmbo, havo, vwo, mbo, hbo, wo)

Thank you for your participation!

In case you have any remarks or questions about this survey, please contact e.siemons@student.ru.nl.

9.3 Appendix 3: Descriptive statistics

		Value Label	N
Gift situation	1	Monetary	72
	2	Non-monetary	70
	3	No gift	69

Table 8: Number of respondents per situation

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
1 Male	52	24.6	24.6	24.6
2 Female	159	75.4	75.4	100.0
Total	211	100.0	100.0	

Table 9: Frequency table gender

Age	Frequency	Percent	Valid Percent	Cumulative Percent
1 Younger than 18	1	.5	.5	.5
2 18 - 24	80	37.9	37.9	38.4
3 25 - 34	55	26.1	26.1	64.5
4 35 - 44	21	10.0	10.0	74.4
5 45 - 54	31	14.7	14.7	89.1
6 55 - 64	21	10.0	10.0	99.1
7 65 - 74	1	.5	.5	99.5
8 75 - 84	1	.5	.5	100.0
Total	211	100.0	100.0	

Table 10: Frequency table age

Education	Frequency	Percent	Valid Percent	Cumulative Percent
2 lbo/vmbo	10	4.7	4.7	4.7
3 havo	11	5.2	5.2	10.0
4 vwo	6	2.8	2.8	12.8
5 mbo	59	28.0	28.0	40.8
6 hbo	70	33.2	33.2	73.9
7 wo	55	26.1	26.1	100.0
Total	211	100.0	100.0	

Table 11: Frequency table education

<i>Control variables</i>	Mean	SD	Variance	Skewness SE		Kurtosis SE		Min.	Max.
Deal proneness	4.9700	1.062	1.128	-.514	.167	-.037	.333	1.83	7.00
Product category involvement	5.2504	1.184	1.402	-.821	.167	.700	.333	1.00	7.00
Brand liking	5.9028	.843	.711	-.750	.167	.512	.333	3.00	7.00
Brand quality	5.4052	1.109	1.229	-.322	.167	-.263	.333	2.00	7.00
Brand love	4.4058	1.071	1.148	-.056	.167	-.430	.333	1.75	7.00

Table 12: Frequency table control variables

<i>Dependent variables</i>	Mean	SD	Variance	Skewness SE		Kurtosis SE		Min.	Max.
Satisfaction									
<i>I (Monetary gift)</i>	5.639	1.017	1.035	-.188	.283	-.816	.559	3.00	7.00
<i>II (Non-monetary gift)</i>	5.995	1.022	1.045	-1.007	.287	.214	.566	3.00	7.00
<i>III (No gift)</i>	5.010	.913	.833	.093	.289	-.631	.570	3.00	7.00
Trust									
<i>I (Monetary gift)</i>	5.389	.990	.980	-.219	.283	-.334	.559	3.00	7.00
<i>II (Non-monetary gift)</i>	5.257	1.256	1.578	-.319	.287	-.606	.566	2.50	7.00
<i>III (No gift)</i>	4.949	1.157	1.339	-.679	.289	-.076	.570	2.00	7.00
Affective commitment									
<i>I (Monetary gift)</i>	3.681	1.555	2.418	.193	.283	-.809	.559	1.00	7.00
<i>II (Non-monetary gift)</i>	4.238	1.643	2.699	-.299	.287	-.760	.566	1.00	7.00
<i>III (No gift)</i>	3.343	1.393	1.941	.132	.289	-.898	.570	1.00	6.67
Normative commitment									
<i>I (Monetary gift)</i>	2.736	1.451	2.106	.466	.283	-1.006	.559	1.00	6.00
<i>II (Non-monetary gift)</i>	3.286	1.734	3.006	.288	.287	-1.092	.566	1.00	7.00
<i>III (No gift)</i>	2.193	1.191	1.420	1.195	.289	1.063	.570	1.00	6.00

Table 13: Frequency table dependent variables

9.4 Appendix 4: Factor analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.772
Bartlett's Test of Sphericity	Approx. Chi-Square	386.801
	df	15
	Sig.	.000

Table 14: Factor analysis deal proneness before removing DP5

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.997	49.950	49.950	2.997	49.950	49.950
2	1.086	18.093	68.043	1.086	18.093	68.043
3	.637	10.614	78.657			
4	.492	8.199	86.856			
5	.456	7.604	94.461			
6	.332	5.539	100.000			

Table 15: Factor analysis deal proneness before removing DP5

	Component	
	1	2
DP1	.942	
DP2	.753	
DP3		.764
DP4		.733
DP5		.865
DP6	.738	

Table 16: Pattern matrix deal proneness before removing DP5

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.779
Bartlett's Test of Sphericity	Approx. Chi-Square	295.234
	df	10
	Sig.	.000

Table 17: Factor analysis deal proneness after removing DP5

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.695	53.891	53.891	2.695	53.891	53.891
2	.924	18.472	72.363			
3	.505	10.095	82.458			
4	.460	9.193	91.651			
5	.417	8.349	100.000			

Table 18: Factor analysis deal proneness after removing DP5

Component	
1	
DP1	.741
DP2	.791
DP3	.678
DP4	.660
DP6	.790

Table 19: Component matrix deal proneness after removing DP5

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.864
Bartlett's Test of Sphericity	Approx. Chi-Square	568.722
	df	55
	Sig.	.000

Table 20: Factor analysis key relational variables situation I

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.105	55.500	55.500	6.105	55.500	55.500
2	1.551	14.103	69.603	1.551	14.103	69.603
3	.881	8.012	77.614			
4	.681	6.190	83.804			
5	.439	3.989	87.793			
6	.330	2.998	90.791			
7	.307	2.789	93.580			
8	.242	2.196	95.777			
9	.208	1.891	97.668			
10	.163	1.484	99.152			
11	.093	.848	100.000			

Table 21: Factor analysis key relational variables situation I

	Component	
	1	2
I S1		.772
I S2		.964
I S3		.812
I T1		.685
I T2		.700
I AC1	.862	
I AC2	.906	
I AC3	.751	
I NC1	.919	
I NC2	.813	
I NC3	.738	

Table 22: Pattern matrix key relational variables situation I

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.869
Bartlett's Test of Sphericity	Approx. Chi-Square	810.018
	df	55
	Sig.	.000

Table 23: Factor analysis key relational variables situation II

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.478	58.892	58.892	6.478	58.892	58.892
2	1.915	17.410	76.302	1.915	17.410	76.302
3	.992	9.017	85.319			
4	.598	5.441	90.760			
5	.305	2.774	93.533			
6	.193	1.754	95.287			
7	.173	1.569	96.857			
8	.126	1.142	97.998			
9	.089	.813	98.811			
10	.075	.681	99.493			
11	.056	.507	100.000			

Table 24: Factor analysis key relational variables situation II

	Component	
	1	2
II S1		.945
II S2		.962
II S3		.950
II T1	.659	
II T2	.629	
II AC1	.861	
II AC2	.886	
II AC3	.821	
II NC1	.910	
II NC2	.934	
II NC3	.854	

Table 25: Pattern matrix key relational variables situation II

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.765
Bartlett's Test of Sphericity	Approx. Chi-Square	578.078
	df	55
	Sig.	.000

Table 26: Factor analysis key relational variables situation III

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.892	44.471	44.471	4.892	44.471	44.471
2	2.400	21.820	66.291	2.400	21.820	66.291
3	1.114	10.129	76.421	1.114	10.129	76.421
4	.846	7.694	84.114			
5	.450	4.094	88.208			
6	.391	3.559	91.767			
7	.340	3.089	94.856			
8	.236	2.142	96.998			
9	.196	1.782	98.780			
10	.097	.879	99.658			
11	.038	.342	100.000			

Table 27: Factor analysis key relational variables situation III

	Component		
	1	2	3
III S1		.945	
III S2		.942	
III S3		.832	
III T1		.527	
III T2		.563	
III AC1	.776		
III AC2	.868		
III AC3	.941		
III NC1			.802
III NC2			.877
III NC3			.870

Table 28: Pattern matrix key relational variables situation III

9.5 Appendix 5: MANOVA

		Deal proneness	Satisfaction	Trust	Affective commitment	Normative commitment
N	Valid	211	211	211	211	211
	Missing	0	0	0	0	0
Skewness		-.514	-.251	-.441	.069	.678
Std. Error of Skewness		.167	.167	.167	.167	.167
Kurtosis		-.037	-.903	-.173	-.883	-.582
Std. Error of Kurtosis		.333	.333	.333	.333	.333

Table 29: Assumption normality

	Gift situation	Mean	Std. Deviation	N
Satisfaction	1 Monetary	5.6389	1.01745	72
	2 Non-monetary	5.9952	1.02228	70
	3 No gift	5.0097	.91282	69
	Total	5.5513	1.06203	211
Trust	1 Monetary	5.3889	.99017	72
	2 Non-monetary	5.2571	1.25612	70
	3 No gift	4.9493	1.15728	69
	Total	5.2014	1.14785	211
Affective commitment	1 Monetary	3.6806	1.55488	72
	2 Non-monetary	4.2381	1.64296	70
	3 No gift	3.3430	1.39323	69
	Total	3.7551	1.57109	211
Normative commitment	1 Monetary	2.7361	1.45128	72
	2 Non-monetary	3.2857	1.73371	70
	3 No gift	2.1932	1.19148	69
	Total	2.7409	1.53522	211

Table 30: Descriptive statistics

Box's Test of Equality of Covariance Matrices	
Box's M	29.359
F	1.427
df1	20
df2	154914.334
Sig.	.097

Table 31: Box's test

							Partial Eta Squared
	Effect	Value	F	Hypothesis df	Error df	Sig.	
Intercept	Pillai's Trace	.973	1862.930	4.000	205.000	.000	.973
	Wilks' Lambda	.027	1862.930	4.000	205.000	.000	.973
	Hotelling's Trace	36.350	1862.930	4.000	205.000	.000	.973
	Roy's Largest Root	36.350	1862.930	4.000	205.000	.000	.973
Gift situation	Pillai's Trace	.227	6.600	8.000	412.000	.000	.114
	Wilks' Lambda	.779	6.825	8.000	410.000	.000	.118
	Hotelling's Trace	.276	7.048	8.000	408.000	.000	.121
	Roy's Largest Root	.245	12.626	4.000	206.000	.000	.197

Table 32: Multivariate tests

	F	df1	df2	Sig.
Satisfaction	.643	2	208	.527
Trust	2.348	2	208	.098
Affective commitment	.619	2	208	.540
Normative commitment	10.731	2	208	.000

Table 33: Levene's test of equality of error variances

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Satisfaction	34.591	2	17.295	17.785	.000	.146
	Trust	7.135	2	3.567	2.753	.066	.026
	Affective commitment	28.448	2	14.224	6.039	.003	.055
	Normative commitment	41.475	2	20.737	9.512	.000	.084
Intercept	Satisfaction	6492.451	1	6492.451	6676.380	.000	.970
	Trust	5700.227	1	5700.227	4398.535	.000	.955
	Affective commitment	2972.405	1	2972.405	1262.012	.000	.859
	Normative commitment	1581.707	1	1581.707	725.501	.000	.777
Gift situation	Satisfaction	34.591	2	17.295	17.785	.000	.146
	Trust	7.135	2	3.567	2.753	.066	.026
	Affective commitment	28.448	2	14.224	6.039	.003	.055
	Normative commitment	41.475	2	20.737	9.512	.000	.084
Error	Satisfaction	202.270	208	.972			
	Trust	269.555	208	1.296			
	Affective commitment	489.900	208	2.355			
	Normative commitment	453.473	208	2.180			
Total	Satisfaction	6739.333	211				
	Trust	5985.250	211				
	Affective commitment	3493.667	211				
	Normative commitment	2080.111	211				
Corrected Total	Satisfaction	236.860	210				
	Trust	276.690	210				
	Affective commitment	518.349	210				
	Normative commitment	494.948	210				

a. R Squared = .146 (Adjusted R Squared = .138)

b. R Squared = .026 (Adjusted R Squared = .016)

c. R Squared = .055 (Adjusted R Squared = .046)

d. R Squared = .084 (Adjusted R Squared = .075)

Table 34: Tests of between-subjects effects

Dependent Variable	(I) Gift situation	(J) Gift situation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Satisfaction	1 Monetary	2 Non-monetary	-.3563	.17119	.097	-.7619	.0492
		3 No gift	.6292*	.16265	.000	.2439	1.0146
	2 Non-monetary	1 Monetary	.3563	.17119	.097	-.0492	.7619
		3 No gift	.9856*	.16433	.000	.5962	1.3750
	3 No gift	1 Monetary	-.6292*	.16265	.000	-1.0146	-.2439
		2 Non-monetary	-.9856*	.16433	.000	-1.3750	-.5962
Trust	1 Monetary	2 Non-monetary	.1317	.19015	.768	-.3190	.5825
		3 No gift	.4396*	.18173	.044	.0089	.8703
	2 Non-monetary	1 Monetary	-.1317	.19015	.768	-.5825	.3190
		3 No gift	.3079	.20482	.293	-.1775	.7932
	3 No gift	1 Monetary	-.4396*	.18173	.044	-.8703	-.0089
		2 Non-monetary	-.3079	.20482	.293	-.7932	.1775
Affective commitment	1 Monetary	2 Non-monetary	-.5575	.26859	.099	-1.1938	.0788
		3 No gift	.3376	.24842	.365	-.2510	.9261
	2 Non-monetary	1 Monetary	.5575	.26859	.099	-.0788	1.1938
		3 No gift	.8951*	.25825	.002	.2830	1.5072
	3 No gift	1 Monetary	-.3376	.24842	.365	-.9261	.2510
		2 Non-monetary	-.8951*	.25825	.002	-1.5072	-.2830
Normative commitment	1 Monetary	2 Non-monetary	-.5496	.26869	.105	-1.1864	.0872
		3 No gift	.5429*	.22322	.043	.0139	1.0718
	2 Non-monetary	1 Monetary	.5496	.26869	.105	-.0872	1.1864
		3 No gift	1.0925*	.25202	.000	.4945	1.6904
	3 No gift	1 Monetary	-.5429*	.22322	.043	-1.0718	-.0139
		2 Non-monetary	-1.0925*	.25202	.000	-1.6904	-.4945

Based on observed means.

The error term is Mean Square(Error) = 2.180.

*. The mean difference is significant at the .05 level.

Table 35: Post Hoc test multiple comparisons (Games-Howell)

9.6 Appendix 6: Two-way MANOVA

	Gift situation	Deal proneness	Mean	Std. Deviation	N
Satisfaction	1 Monetary	0 Low	5.1919	.97193	33
		1 High	6.0171	.90466	39
		Total	5.6389	1.01745	72
	2 Non-monetary	0 Low	5.5679	1.17602	27
		1 High	6.2636	.81830	43
		Total	5.9952	1.02228	70
	3 No gift	0 Low	5.2323	.83535	33
		1 High	4.8056	.94407	36
		Total	5.0097	.91282	69
	Total	0 Low	5.3154	.99439	93
		1 High	5.7373	1.08065	118
		Total	5.5513	1.06203	211
Trust	1 Monetary	0 Low	4.9545	.97919	33
		1 High	5.7564	.84970	39
		Total	5.3889	.99017	72
	2 Non-monetary	0 Low	4.7963	1.36057	27
		1 High	5.5465	1.10633	43
		Total	5.2571	1.25612	70
	3 No gift	0 Low	4.9545	1.09233	33
		1 High	4.9444	1.22927	36
		Total	4.9493	1.15728	69
	Total	0 Low	4.9086	1.12999	93
		1 High	5.4322	1.11308	118
		Total	5.2014	1.14785	211
Affective commitment	1 Monetary	0 Low	3.0000	1.09924	33
		1 High	4.2564	1.66045	39
		Total	3.6806	1.55488	72
	2 Non-monetary	0 Low	3.8642	1.80753	27
		1 High	4.4729	1.50525	43
		Total	4.2381	1.64296	70
	3 No gift	0 Low	3.1717	1.46989	33
		1 High	3.5000	1.32017	36
		Total	3.3430	1.39323	69
	Total	0 Low	3.3118	1.49217	93
		1 High	4.1045	1.54925	118
		Total	3.7551	1.57109	211
Normative commitment	1 Monetary	0 Low	1.8990	.85993	33
		1 High	3.4444	1.47956	39
		Total	2.7361	1.45128	72
	2 Non-monetary	0 Low	2.9259	1.81007	27
		1 High	3.5116	1.66563	43
		Total	3.2857	1.73371	70
	3 No gift	0 Low	2.4949	1.30470	33
		1 High	1.9167	1.01848	36
		Total	2.1932	1.19148	69
	Total	0 Low	2.4086	1.39628	93
		1 High	3.0028	1.59385	118
		Total	2.7409	1.53522	211

Table 36: Descriptive statistics with interaction effects

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.975	1994.865	4.000	202.000	.000	.975
	Wilks' Lambda	.025	1994.865	4.000	202.000	.000	.975
	Hotelling's Trace	39.502	1994.865	4.000	202.000	.000	.975
	Roy's Largest Root	39.502	1994.865	4.000	202.000	.000	.975
Gift situation	Pillai's Trace	.230	6.579	8.000	406.000	.000	.115
	Wilks' Lambda	.777	6.789	8.000	404.000	.000	.119
	Hotelling's Trace	.279	6.998	8.000	402.000	.000	.122
	Roy's Largest Root	.244	12.383	4.000	203.000	.000	.196
Deal proneness	Pillai's Trace	.074	4.038	4.000	202.000	.004	.074
	Wilks' Lambda	.926	4.038	4.000	202.000	.004	.074
	Hotelling's Trace	.080	4.038	4.000	202.000	.004	.074
	Roy's Largest Root	.080	4.038	4.000	202.000	.004	.074
Gift situation *	Pillai's Trace	.165	4.551	8.000	406.000	.000	.082
Deal proneness	Wilks' Lambda	.838	4.678	8.000	404.000	.000	.085
	Hotelling's Trace	.191	4.804	8.000	402.000	.000	.087
	Roy's Largest Root	.176	8.942	4.000	203.000	.000	.150

Table 37: Multivariate tests with interaction effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Satisfaction	57.924 ^a	5	11.585	13.272	.000	.245
	Trust	27.965 ^b	5	5.593	4.610	.001	.101
	Affective commitment	64.665 ^c	5	12.933	5.844	.000	.125
	Normative commitment	95.615 ^d	5	19.123	9.817	.000	.193
Intercept	Satisfaction	6276.917	1	6276.917	7191.221	.000	.972
	Trust	5496.131	1	5496.131	4529.929	.000	.957
	Affective commitment	2843.881	1	2843.881	1285.028	.000	.862
	Normative commitment	1504.153	1	1504.153	772.167	.000	.790
Deal Proneness	Satisfaction	6.867	1	6.867	7.867	.006	.136
	Trust	13.640	1	13.640	11.242	.001	.023
	Affective commitment	27.598	1	27.598	12.470	.001	.050
	Normative commitment	13.833	1	13.833	7.101	.008	.080
Gift situation	Satisfaction	28.167	2	14.084	16.135	.000	.037
	Trust	5.792	2	2.896	2.387	.094	.052
	Affective commitment	24.061	2	12.030	5.436	.005	.057
	Normative commitment	34.719	2	17.359	8.912	.000	.033
RC Deal Proneness * Gift situation	Satisfaction	16.392	2	8.196	9.390	.000	.084
	Trust	7.136	2	3.568	2.941	.055	.028
	Affective commitment	7.971	2	3.986	1.801	.168	.017
	Normative commitment	39.631	2	19.816	10.172	.000	.090
Error	Satisfaction	178.936	205	.873			
	Trust	248.725	205	1.213			
	Affective commitment	453.683	205	2.213			
	Normative commitment	399.333	205	1.948			
Total	Satisfaction	6739.333	211				
	Trust	5985.250	211				
	Affective commitment	3493.667	211				
	Normative commitment	2080.111	211				
Corrected Total	Satisfaction	236.860	210				
	Trust	276.690	210				
	Affective commitment	518.349	210				
	Normative commitment	494.948	210				

a. R Squared = .245 (Adjusted R Squared = .226)

b. R Squared = .101 (Adjusted R Squared = .079)

c. R Squared = .125 (Adjusted R Squared = .103)

d. R Squared = .193 (Adjusted R Squared = .174)

Table 38: Tests of between-subjects effects with interaction effects

Satisfaction

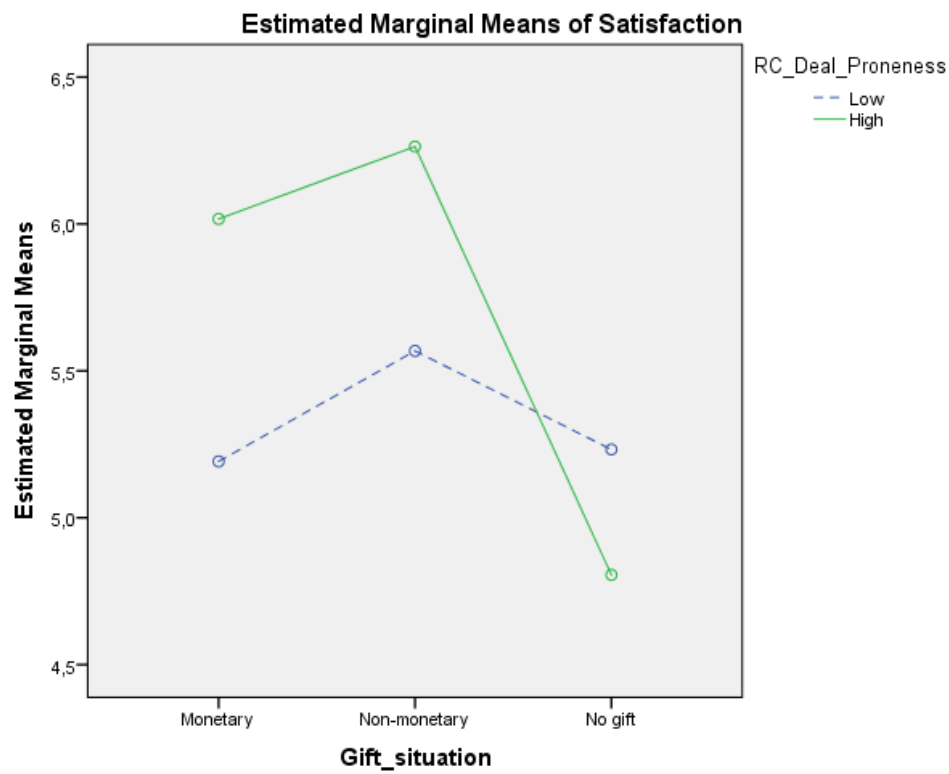


Figure 4: Profile plot satisfaction

Trust

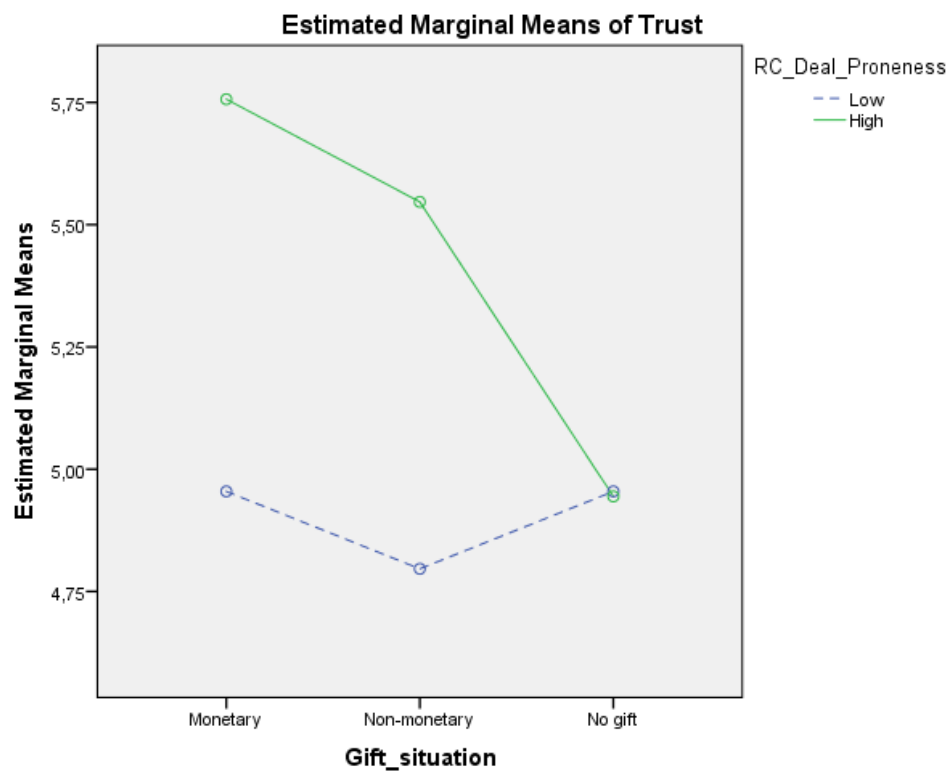


Figure 5: Profile plot trust

Affective commitment

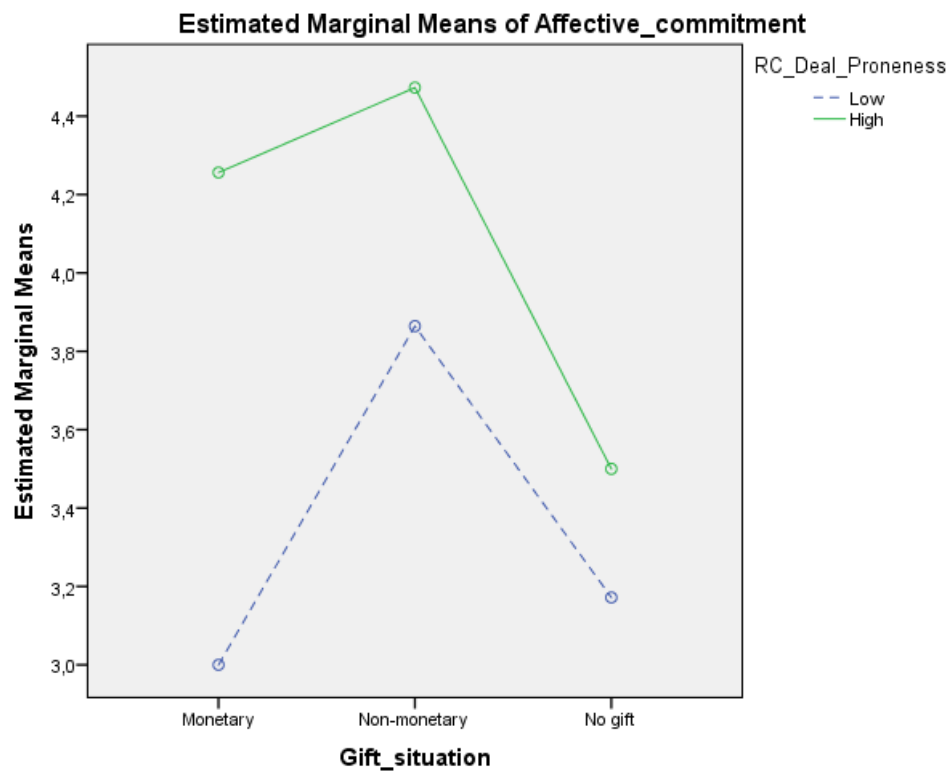


Figure 6: Profile plot affective commitment

Normative commitment

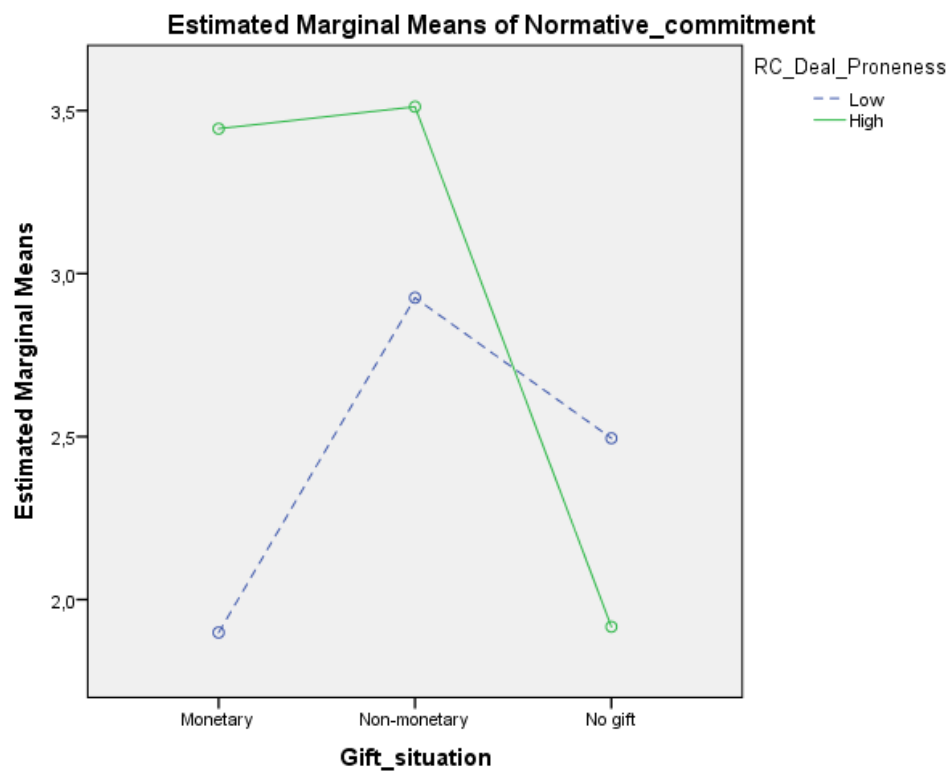


Figure 7: Profile plot normative commitment

9.7 Appendix 7: Regression analysis

		Trust	Satisfaction	Affective commitment	Normative commitment
Monetary gift	<i>B</i>	.440	.629	.338	.543
	<i>Sig.</i>	.023	.000	.193	.030
Non-monetary gift	<i>B</i>	.308	.986	.895	1.092
	<i>Sig.</i>	.112	.000	.001	.000

B = Unstandardized coefficient

Table 39: Outcomes of the regression analysis for the dependent variables

Model		Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	Sig.
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	4.918	.109		45.007	.000
	MONxDP	.161	.031	.365	5.214	.000
	NONMONxDP	.217	.030	.504	7.201	.000

Dependent Variable: Satisfaction

Table 40: Coefficients satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	Sig.
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	4.818	.129		37.461	.000
	MONxDP	.133	.036	.277	3.643	.000
	NONMONxDP	.097	.035	.208	2.734	.007

Dependent Variable: Trust

Table 41: Coefficients trust

Model		Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	Sig.
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	3.200	.174		18.378	.000
	MONxDP	.120	.049	.183	2.425	.016
	NONMONxDP	.211	.048	.332	4.401	.000

Dependent Variable: Affective commitment

Table 42: Coefficients affective commitment

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	2.018		12.218	.000
	MON \times DP	.173	.271	3.707	.000
	NONMON \times DP	.258	.414	5.659	.000

Dependent Variable: Normative commitment

Table 43: *Coefficients normative commitment*

9.8 Appendix 8: Comparing means

Gift situation		Gender	Age	Education	PCI	Brand liking	Brand quality	Brand love
1 Monetary	Mean	1.76	3.29	5.24	5.97	5.43	4.29	5.49
	N	72	72	72	72	72	72	72
	Std.	.428	1.326	1.156	.806	1.152	.977	1.233
	Deviation							
2 Non-monetary	Mean	1.73	3.30	5.19	5.84	5.33	4.42	5.64
	N	70	70	70	70	70	70	70
	Std.	.448	1.468	1.250	.854	1.123	1.157	1.494
	Deviation							
3 No gift	Mean	1.77	3.45	5.32	5.90	5.46	4.52	5.61
	N	69	69	69	69	69	69	69
	Std.	.425	1.529	1.158	.877	1.060	1.078	1.191
	Deviation							
Total	Mean	1.75	3.35	5.25	5.90	5.41	4.41	5.58
	N	211	211	211	211	211	211	211
	Std.	.432	1.437	1.184	.843	1.109	1.071	1.308
	Deviation							

Table 44: Comparing means

9.9 Appendix 9: Two-way MANCOVA

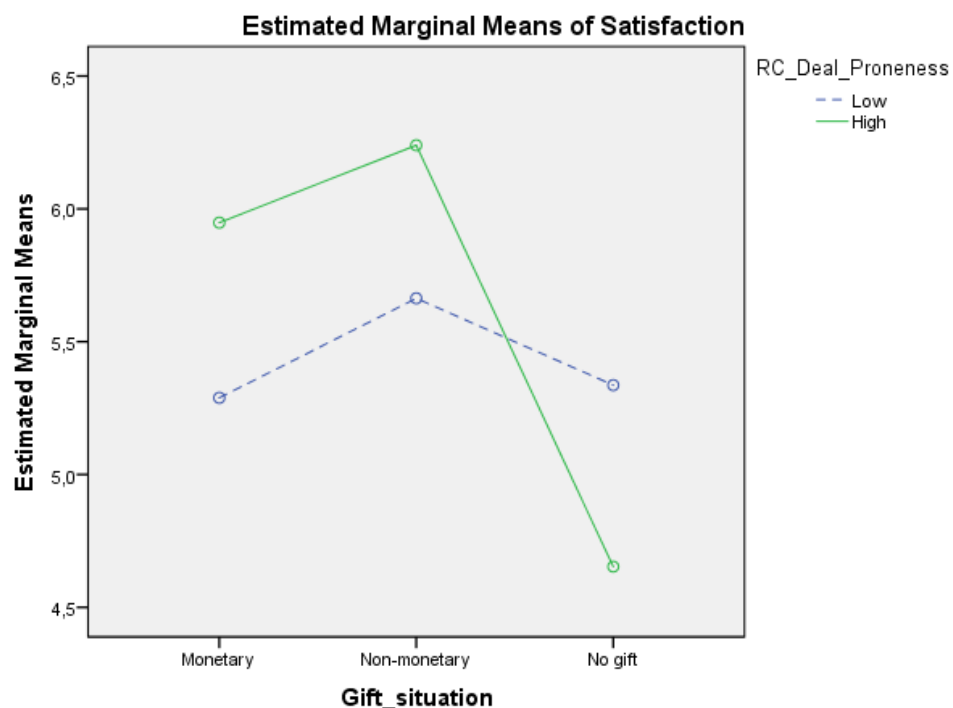
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.184	11.127	4.000	198.000	.000	.184
	Wilks' Lambda	.816	11.127	4.000	198.000	.000	.184
	Hotelling's Trace	.225	11.127	4.000	198.000	.000	.184
	Roy's Largest Root	.225	11.127	4.000	198.000	.000	.184
Product category involvement	Pillai's Trace	.080	4.306	4.000	198.000	.002	.080
	Wilks' Lambda	.920	4.306	4.000	198.000	.002	.080
	Hotelling's Trace	.087	4.306	4.000	198.000	.002	.080
	Roy's Largest Root	.087	4.306	4.000	198.000	.002	.080
Brand liking	Pillai's Trace	.035	1.777	4.000	198.000	.135	.035
	Wilks' Lambda	.965	1.777	4.000	198.000	.135	.035
	Hotelling's Trace	.036	1.777	4.000	198.000	.135	.035
	Roy's Largest Root	.036	1.777	4.000	198.000	.135	.035
Brand quality	Pillai's Trace	.016	.790	4.000	198.000	.533	.016
	Wilks' Lambda	.984	.790	4.000	198.000	.533	.016
	Hotelling's Trace	.016	.790	4.000	198.000	.533	.016
	Roy's Largest Root	.016	.790	4.000	198.000	.533	.016
Brand love	Pillai's Trace	.395	32.325	4.000	198.000	.000	.395
	Wilks' Lambda	.605	32.325	4.000	198.000	.000	.395
	Hotelling's Trace	.653	32.325	4.000	198.000	.000	.395
	Roy's Largest Root	.653	32.325	4.000	198.000	.000	.395
Gift situation	Pillai's Trace	.287	8.327	8.000	398.000	.000	.143
	Wilks' Lambda	.721	8.783	8.000	396.000	.000	.151
	Hotelling's Trace	.375	9.237	8.000	394.000	.000	.158
	Roy's Largest Root	.342	17.030	4.000	199.000	.000	.255
Deal proneness	Pillai's Trace	.033	1.679	4.000	198.000	.156	.033
	Wilks' Lambda	.967	1.679	4.000	198.000	.156	.033
	Hotelling's Trace	.034	1.679	4.000	198.000	.156	.033
	Roy's Largest Root	.034	1.679	4.000	198.000	.156	.033
Gift situation *	Pillai's Trace	.185	5.058	8.000	398.000	.000	.092
Deal proneness	Wilks' Lambda	.817	5.248	8.000	396.000	.000	.096
	Hotelling's Trace	.221	5.436	8.000	394.000	.000	.099
	Roy's Largest Root	.209	10.386	4.000	199.000	.000	.173

Table 45: Multivariate tests with covariates

Source	Dependent Variable	Type III	df	Mean	F	Sig.	Partial Eta
		Sum of Squares					
Corrected Model	Satisfaction	92.651 ^a	9	10.295	14.349	.000	.391
	Trust	86.225 ^b	9	9.581	10.111	.000	.312
	Affective commitment	286.410 ^c	9	31.823	27.578	.000	.553
	Normative commitment	163.999 ^d	9	18.222	11.067	.000	.331
Intercept	Satisfaction	25.341	1	25.341	35.320	.000	.149
	Trust	20.581	1	20.581	21.720	.000	.098
	Affective commitment	.318	1	.318	.276	.600	.001
	Normative commitment	6.091	1	6.091	3.699	.056	.018
Product category involvement	Satisfaction	10.479	1	10.479	14.606	.000	.068
	Trust	.335	1	.335	.354	.553	.002
	Affective commitment	1.325	1	1.325	1.148	.285	.006
	Normative commitment	.130	1	.130	.079	.779	.000
Brand liking	Satisfaction	2.337	1	2.337	3.258	.073	.016
	Trust	.866	1	.866	.914	.340	.005
	Affective commitment	1.787	1	1.787	1.548	.215	.008
	Normative commitment	1.620	1	1.620	.984	.322	.005
Brand quality	Satisfaction	.000	1	.000	.001	.979	.000
	Trust	.045	1	.045	.047	.828	.000
	Affective commitment	3.399	1	3.399	2.946	.088	.014
	Normative commitment	1.313	1	1.313	.797	.373	.004
Brand love	Satisfaction	2.310	1	2.310	3.220	.074	.016
	Trust	23.845	1	23.845	25.164	.000	.111
	Affective commitment	148.886	1	148.886	129.026	.000	.391
	Normative commitment	54.031	1	54.031	32.815	.000	.140
Gift situation	Satisfaction	31.779	2	15.890	22.147	.000	.181
	Trust	8.699	2	4.349	4.590	.011	.044
	Affective commitment	29.735	2	14.867	12.884	.000	.114
	Normative commitment	38.091	2	19.046	11.567	.000	.103
Deal proneness	Satisfaction	1.502	1	1.502	2.094	.149	.010
	Trust	5.337	1	5.337	5.632	.019	.027
	Affective commitment	3.613	1	3.613	3.131	.078	.015
	Normative commitment	3.804	1	3.804	2.310	.130	.011
Gift situation * Deal proneness	Satisfaction	19.110	2	9.555	13.318	.000	.117
	Trust	10.575	2	5.287	5.580	.004	.053
	Affective commitment	7.450	2	3.725	3.228	.042	.031
	Normative commitment	38.352	2	19.176	11.646	.000	.104
Error	Satisfaction	144.209	201	.717			
	Trust	190.464	201	.948			
	Affective commitment	231.939	201	1.154			
	Normative commitment	330.949	201	1.647			
Total	Satisfaction	6739.333	211				
	Trust	5985.250	211				
	Affective commitment	3493.667	211				
	Normative commitment	2080.111	211				

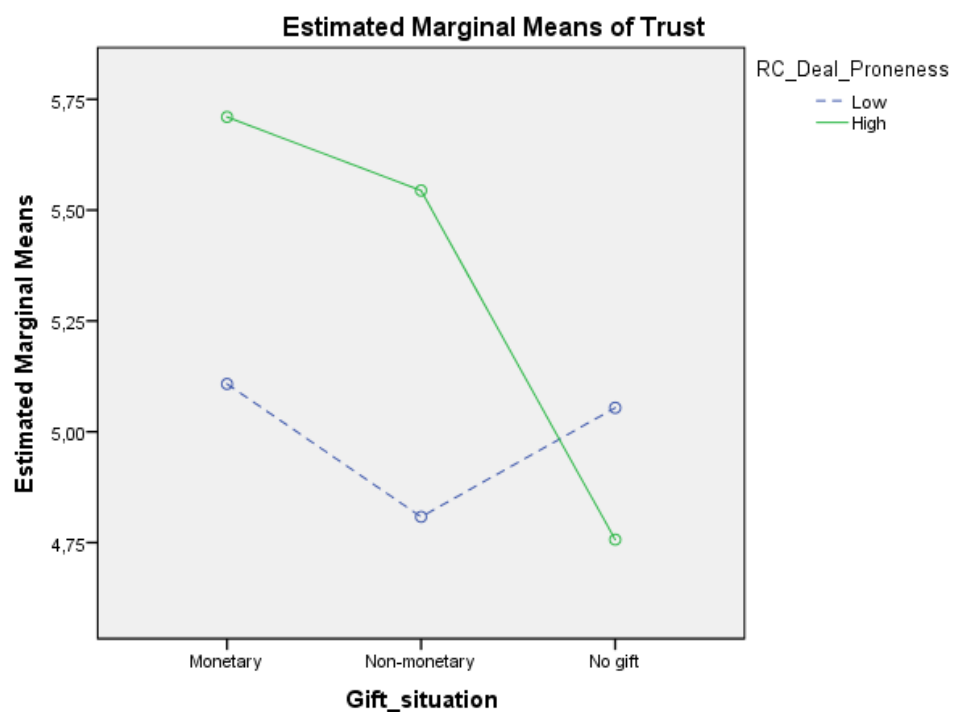
Source	Dependent Variable	Type III Sum of Squares	Mean df Square	F	Sig.	Partial Squared	Eta
Corrected Total	Satisfaction	236.860	210				
	Trust	276.690	210				
	Affective commitment	518.349	210				
	Normative commitment	494.948	210				
a. R Squared = .391 (Adjusted R Squared = .364)							
b. R Squared = .312 (Adjusted R Squared = .281)							
c. R Squared = .553 (Adjusted R Squared = .533)							
d. R Squared = .331 (Adjusted R Squared = .301)							

Table 46: Tests of between-subjects effects with covariates



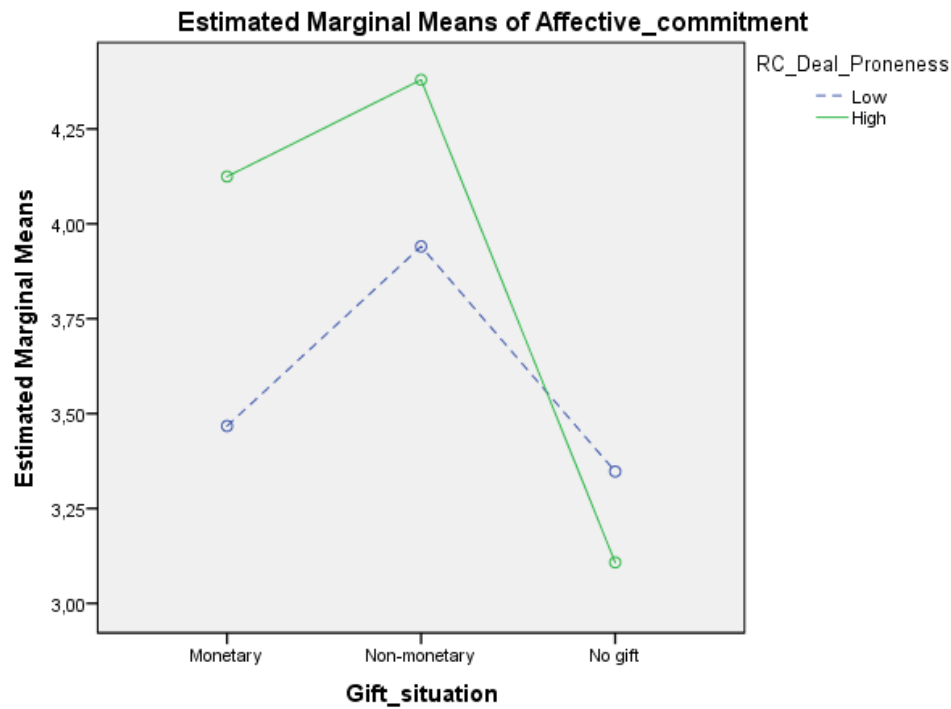
Covariates appearing in the model are evaluated at the following values: Product_category_involvement = 5,25, Brand_liking = 5,90, Brand_quality = 5,41, Brand_love = 4,41

Figure 8: Profile plot satisfaction including covariates



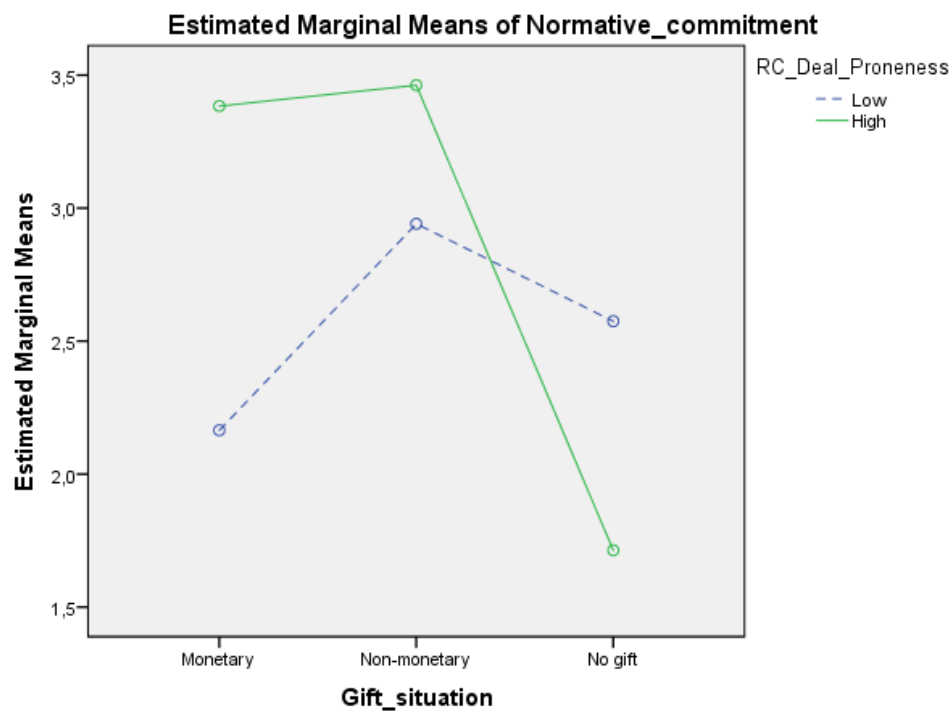
Covariates appearing in the model are evaluated at the following values: Product_category_involvement = 5,25, Brand_liking = 5,90, Brand_quality = 5,41, Brand_love = 4,41

Figure 9: Profile plot trust including covariates



Covariates appearing in the model are evaluated at the following values: Product_category_involvement = 5,25, Brand_liking = 5,90, Brand_quality = 5,41, Brand_love = 4,41

Figure 10: Profile plot affective commitment including covariates



Covariates appearing in the model are evaluated at the following values: Product_category_involvement = 5,25, Brand_liking = 5,90, Brand_quality = 5,41, Brand_love = 4,41

Figure 11: Profile plot normative commitment including covariates

9.10 Appendix 10: Planning

Week	Milestones	Deadlines and meetings
April 8-14	<ul style="list-style-type: none"> Assessment of Research proposal Data collection 	12 April 2019
April 15-21	<ul style="list-style-type: none"> Submission of revised Research proposal Data collection 	Meeting 1 – Operationalisation
April 22-28	<ul style="list-style-type: none"> Data collection 	
April 29-May 5	<ul style="list-style-type: none"> Data collection Start analysis of results 	
May 6-12	<ul style="list-style-type: none"> Analysis of results 	Meeting 2 – Preliminary results/fieldwork
May 13-19	<ul style="list-style-type: none"> Analysis of results Start with conclusions 	
May 20-26	<ul style="list-style-type: none"> Discussion, conclusion, implications, reflection, recommendations 	Meeting 3 – Analysis and conclusions
May 27-June 2	<ul style="list-style-type: none"> Discussion, conclusion, implications, reflection, recommendations 	
June 3-9	<ul style="list-style-type: none"> Discussion, conclusion, implications, reflection, recommendations Finalise thesis 	Meeting 4 – Final thesis
June 10-16	<ul style="list-style-type: none"> Finish complete thesis 	
June 17-23	<ul style="list-style-type: none"> Deadline submission of master thesis Submission of supplementary documents: <ul style="list-style-type: none"> - Abstract thesis - Research Integrity Form (Appendix 7) - Consent Form for submitting a thesis in the Radboud thesis Repository (Appendix 8) 	17 June 2019
End of June and beginning of Jul 2019	<ul style="list-style-type: none"> Defense master thesis 	End of June and beginning of Jul 2019
August 12-18	<ul style="list-style-type: none"> Second chance for submission master thesis (including supplementary documents) 	12 August 2019
Second half of August 2019	<ul style="list-style-type: none"> Defense of master thesis 	Second half of August 2019

Table 47: Planning