

# [Impact to their focus on the monetary](https://assignbuster.com/impact-to-their-focus-on-the-monetary/)

Impact of sales promotions on brandpreference after promoting period has been the debatable topic for years1. Advertising was believed to be the primary tool in the marketing mix, if notthe only one, for branding. While promotions were believed to be the temporarytool used to stimulate sales volume or to help accomplish short-termobjectives.  “ It is generally assumedthat enhancing a product with features that do not negatively affect otherattributes, such as offering a free premium or sweepstakes, can only help shortterm sales” 2. Gedenk and Neslin claimed thatexperimental proof collected supports that promotions can be strengthening ifconsumers already develop positive attitudes towards the brand, and this willbe particularly true when using non-price promotions.

“ Non-price promotions areeven more effective because they enhance rather than hurt repeat purchasing. Soeven though they are not quite as effective in the short-term, their strongerlong-term effects enable them to generate more sales” 3.                To support Gedenk and Neslin, thePMA/Northwestern University 2002 study, Promotion, Brand Building and CorporatePerformance Research also illustrated that brand experience, and relationshipbetween brand and its consumers may be enhanced using promotions. Van Heerdeand Neslin discovered the same results proving that long-term consumer behaviormay be affected by promotions4. Whereas Palazo? n-Vidal and Delgado-Ballester believed that price-promotions areless effective in branding due to their focus on the monetary association (theprice)5.

Simply put, they drive people to become more price-sensitive and habituate themto look for bargains whenever they intend to buy something. Price discountshave conventionally been the robust form of sales promotions, consumersexpectations move from quality improvement to price reduction, and hence simplydecreasing prices is indeed problematic6.