

Impact to their focus
on the monetary



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

“ Non-price promotions are even more effective because they enhance rather than hurt repeat purchasing. So even though they are not quite as effective in the short-term, their stronger long-term effects enable them to generate more sales”³. To support Gedenk and Neslin,

the PMA/Northwestern University 2002 study, Promotion, Brand Building and Corporate Performance Research also illustrated that brand experience, and relationship between brand and its consumers may be enhanced using promotions. Van Heerde and Neslin discovered the same results proving that long-term consumer behavior may be affected by promotions⁴. Whereas Palazzo, n-Vidal and Delgado-Ballester believed that price-promotions are less effective in branding due to their focus on the monetary association (the price)⁵.

Simply put, they drive people to become more price-sensitive and habituate them to look for bargains whenever they intend to buy something. Price

discounts have conventionally been the robust form of sales promotions, consumer expectations move from quality improvement to price reduction, and hence simply decreasing prices is indeed problematic⁶.