

SALES PROMOTIONS AND POINT OF SALES MATERIAL, DOES IT WORK OR NOT?

*TO WHAT EXTENT DOES ADVERTISING ON THE SHOPPING
FLOOR INFLUENCE THE (NEGATIVE) EFFECTS OF SALES
PROMOTIONS ON CUSTOMER BRAND EQUITY?*

Master thesis for the degree of master of science,
communication studies, specialization:
marketing communication

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AUGUST 2016

ABSTRACT

Customers who are shopping in a grocery store are confronted with lots of stimuli. Most of these stimuli are sales promotions. These sales promotions directly result in a financial saving for a customer and an immediate financial gain for the retailer and manufacturer. However, these sales promotions could also have a downside, namely the erosion of brand equity over time. The aim of this study is to find a solution to overcome the presumable negative effects of sales promotions. This solution might be found in a relatively new and fast growing marketing strategy, called shopper marketing. Effective shopper marketing helps companies to stimulate consumption and to build brand equity. Part of this marketing strategy is in-store communication, i.e. all marketing related instruments that are present on the point of purchase: in this case the grocery store.

The goal of this research is to combine sales promotions with in-store communication, in particular Point of Sales (POS) materials, to investigate the effects of advertising on the shopping floor and its potential to diminish or resolve the presumable negative effects of sales promotions. A '3x2 between-subject' design was used to examine the influence of sales promotions and POS materials on the different dimensions of brand equity ('perceived quality', 'brand image', 'brand attitude' and 'brand awareness'). In this experiment, the level of discount, 50% off, 20% off, original price (3), and the presence or absence of POS materials (2) were manipulated, which resulted in six different conditions. Participants were randomly assigned to one of these six conditions in an online questionnaire. Ultimately, 286 participants were included for further analysis.

Based on the results of this study, it may be concluded that advertising on the shopping floor did not significantly influence the (negative) effects of sales promotions on customer brand equity. Furthermore, no negative effects of sales promotions on brand equity were found in this study: the scores on all three discount levels (50% off, 20% off and the original price) were almost the same. Additionally, no significant positive effects were found for the addition of POS materials, compared to the conditions without POS materials. This might be explained by the fact that a big part of the participants did not notice the POS materials and were not aware of the high promo pressure of the product. The awareness of the high promo pressure is important, as the biggest negative impact of sales promotions will occur on a longer-term basis.

The findings of this study suggest that the presence of POS materials do not necessarily help with building a brand or resolving the (negative) effects of sales promotions. No significant results were found for the effects of sales promotions and POS materials on all the four brand equity dimensions ('perceived quality', 'brand image', 'brand attitude' and 'brand awareness'). However, there was a small trend that the presence of POS materials might attract the attention of customers, create brand awareness and stimulate them to purchase the product. However, since the differences in valuations are not significant, these findings could only be interpreted as an indication. Future research on larger samples is needed to be able to draw conclusions on significant results. Furthermore, more research is needed to gather additional information about the effects of sales promotions nowadays and the consciousness of customers and effects of in-store communication (POS materials). This additional information is needed to draw the presumable conclusion that there is no link between sales promotions and in-store communication (POS materials).

PREFACE

After a period of almost a year it is finally there: my master thesis for the master 'Marketing Communication'. For me, last year was a year with a lot of new experiences in the field of marketing, because I combined writing my master thesis with an internship at Danone Nederland B.V. to gain practical experience in the marketing field as well. This choice was the best choice I could ever make! I got introduced into the dynamic and inspiring world of Fast Moving Consumer Goods and was part of the 'Danio' brand team. Besides all the practical experience I also noticed an interesting topic for my master thesis.

One of the projects during my internship was the creation and production of POS (Point of Sales) materials for Danio. I noticed that this is quite an important part within the marketing field as this is the only way to reach customers during their shopper journey. Next to this I saw the struggles with sales promotions within the company. On the one hand you need to achieve the revenue targets, on the other hand you want to build a brand that shoppers want to always buy (with or without sales promotions). As the promo pressure was quite high at Danone we were always searching for solutions to reduce the sales promotions and building a brand next to the sales promotions. The topic for my master thesis was born!

This master thesis would not be here without the support of some people. I would like to thank Joyce Karreman and Thomas van Rompay for their help and support during the past months. Secondly, I want to thank my manager at Danone, Marjolein Boogers, and all my other colleagues for the fantastic experience in the field of marketing and all the support and faith during the past 10 months. And of course, I want to thank my family, my boyfriend Erik and my best friends who have always believed in me and supported me in all the choices I made.

I have had a great student time in Enschede! I have done everything I wanted. Member of a student association, member of two lovely clubs Mamilla and Pimpelle, member of the Kick In committee and board member of Audentis, internship at Kuala Lumpur and an internship at Danone. Now it is time to start with the real working life as Junior Brand Manager Old Amsterdam at Westland Kaas.

Enjoy reading!

Imke Smedema
August, 2016

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1. INTRODUCTION

Imagine yourself standing in the grocery store without a shopping list. You walk along the different shelves to see for example what you want to eat that evening. During this shopping journey a lot of stimuli will be exposed on the shopping floor to 'help' you make your choice. The biggest part of these stimuli on the shopping floor consists of sales promotions. Looking at the marketing/sales budgets, the biggest share of promotion budgets is spent on sales promotions (Pauwels, Hanssens & Siddarth, 2002; GMA/Deloitte, 2007).

Sales promotions have become more common, more repetitive and are exposed for a longer period of time (Yi & Yoo, 2011). This promotion strategy results in the fact that customers can buy a product generally for a reduced price instead of the original price. This is not the case for every product category, but for example in the categories of dairy, cheese, washing powder or beer there is almost every week a brand who sells their products in a sales promotion. An example of one week sales promotions for dairy will be given below (Figure 1). Next to this, an example will be given of the way sales promotions are presented on the shopping floor (Figure 2).



Figure 1. Overview of sales promotions in the category of dairy in one week (Spotta, 2016 – week 25)



Figure 2. Example of the presentation of sales promotions on the shopping floor

The sales promotions presented in the examples above are called monetary promotions. A monetary promotion gives the customer the chance to buy a product for a temporarily reduced price (Montaner & Pina, 2008). The counterpart of this kind of promotion is a non-monetary promotion where the focus is on free gifts, premiums etcetera instead of a reduced purchase price. However, this study focuses on the monetary promotions only.

Monetary promotions are valuable for companies as they lead to an immediate financial gain for the organization (Yoo, Donthu & Lee, 2000). However, when price promotions are used on a long-term basis, the customers' perception of the quality of the product might change. The reference price of the product will be lower in customers' minds and they will focus primarily on the promotions of the brand and not on the utility provided by the brand (Yoo et al., 2000). This might damage the brand attitude (Yi & Yoo, 2011) and brand image (Hunt & Keaveney, 1994; Yoo et al, 2000; Montaner & Pina, 2008). The effects on perceived quality, brand attitude and brand image could result in an erosion of the brand equity over time (Yoo et al, 2000; Villarejo-Ramos & Sanchez-Franco, 2005)

Brand equity is important for companies, as it is the added value of a brand for the customer on the one hand and for the company on the other hand. The added value of brand equity for the company is the extra money they can make, due to the fact that their product has a brand name. For customers this added value is the positive association they have with the brand. Positive associations result in a preference for buying the branded product instead of an equal brandless product (Yoo et al, 2000; Chaudhuri & Holbrook, 2001). Therefore it is really important for a company to overcome the presumable negative effects of sales promotions.

The easiest way to overcome these effects is skipping the sales promotions and investing the saved money in other initiatives like advertising to develop brand equity (Yoo et al. 2000; Villarejo-Ramos & Sanchez-Franco, 2005; Keller, 2007; Buil, Chernatony & Martinez, 2011). However, every company has its revenue targets which, in a lot of cases, cannot be achieved without the use of sales promotions. Therefore a solution needs to be found for a company to continue sales promotions without the presumable negative effects. A solution might be found in using a combination of sales promotions and advertising on the shopping floor which is part of the term shopper marketing.

Shopper marketing is a marketing strategy that targets customers when they are in the role of a shopper (Shankar, Inman, Mantrala, Kelley & Rizley, 2011). A frequently used definition is formulated by Shankar (2011): *"Shopper marketing refers to the planning and execution of all marketing activities that influence a shopper along, and beyond, the entire path-to-purchase, from the point at which the motivation to shop first emerges through to purchase, consumption, repurchase and recommendation."* Over recent years more attention is drawn to shopper marketing which ultimately led to a permanent place in the rich jargon of a marketer (Point Of Purchase Advertising International Association (POPAl), 2010). Correspondingly the advertising budgets on shopper marketing are growing. In the year of 2009 €348MLN has been spend on in-store communication initiatives which is 7,1% of the total media spends in the Netherlands and this will be growing every year (POPAl, 2010). Therefore, shopper marketing becomes an increasingly important marketing strategy in customers' purchase decisions, by standing out of the crowd and making customers aware of the brand. Effective shopper marketing can help companies to stimulate the consumption and build brand equity (Kirnan & Jose, 2012).

Shopper marketing is quite a broad term. According to GMA/Deloitte (2007) it can be seen as *"any marketing effort that builds brand equity and has the potential to engage or influence an individual to shop or make a purchase."* GMA/Deloitte (2007) divides between four different areas of shopper marketing: 1) product, 2) price, 3) place and 4) promotion. In literature the effects of shopper marketing in its entirety has been discussed, but there has not been focus on the effects of these four specific elements of shopper marketing. In this study the focus will be on two of the four areas, namely price and promotion. These two areas can be subsumed under the term 'in-store communication'. In-store communication can be seen as all marketing related instruments that are present on the point of purchase, like floor signs and shelf talkers (which is a card on the shelf that gives information regarding the product or price). The area 'price' has been discussed above already, but the way of communicating this price or the brand on the shopping floor was not yet elaborated on. This way of price communication and showing your brand on the shopping floor is part of the 'promotion' area. Another word for this area is Point of Sales (POS) materials which is a method of advertising on the shopping floor (see examples on the next page).



Figure 3. Examples of Point of Sales materials on the shopping floor

There are a lot of possibilities to promote a brand on the shopping floor by POS. A few examples are shelf talkers, floor signage, ads on shopping carts, end-aisle displays (2nd placement) and interactive screens (Shimp, 2007; Kotler & Keller, 2009; POPAI, 2010). POPAI (2010) studied the impact, engagement and conversion of several POS materials. The conclusion of this research was that every 6 seconds a customer will be confronted with an in-store medium, based on an average shopping journey of 20 minutes. Summarized, the customer will engage with at least 200 in-store material confrontations in a small timeframe of 20 minutes. POS is associated with sales increase and a positive affective appraisal towards the brand (Inman, Winer & Ferraro, 2009; POPAI, 2010; Amechi & long, 2013). This is why the use of in-store media is appealing to companies.

Many researches have been carried out on the effects of sales promotions in general, but not on the effects of sales promotion in combination with shopper marketing. The goal of this study is to find out whether customers perceive the brand differently when the brand uses POS materials in addition to the sales promotion and whether it can overcome the presumable negative effects of sales promotions. The research question for this study is:

“To what extent does advertising on the shopping floor influence the (negative) effects of sales promotions on customer brand equity?”

To answer this question, different dimensions of brand equity are tested in this study. The presence of POS materials and different levels of sales promotions are tested for an effect on customers' brand equity (brand awareness, brand image, brand attitude, perceived quality).

This report is organized as follows: In Section 2 the theoretical background is presented together with the hypotheses which are derived from the literature. In Section 3 the research method will be elaborated, followed by the analyses and results in Section 4. In the last section, Section 5, the discussion, limitations, possibilities for future research and the practical implications are argued.

2. THEORETICAL FRAMEWORK

In this section a theoretical overview will be given about the effects of different forms of sales promotions and the way in which these kinds of promotions are framed. Besides that the focus will be on in-store communication, especially on the effects of advertising on the shopping floor (Point of Sale, POS).

2.1. Sales promotions

One of the most used communication methods by different companies are sales promotions. Since the early seventies it is one of the biggest shares of the marketing/sales budgets (Pauwels et al., 2002). According to Yi and Yoo (2011) sales promotions have become more common, more repetitive and longer practices than before. The strategy has positive effects and short-term results for the company. However, it may also have side effects on the long term, which include a lower quality perception and damage on the customers' brand attitude and brand image (Blattberg, Briesch & Fox, 1995; Montaner & Pina, 2008; Yi & Yoo, 2011). These side effects are more prevalent in monetary promotions compared to non-monetary promotions (Montaner & Pina, 2008).

Monetary promotions are featured by a lower purchase price. Non-monetary promotions however, are promotions with a large variety of actions where the focus lies not directly on a lower purchase price (Montaner & Pina, 2008). Some examples of non-monetary promotions are free gifts, premiums, contests and bonus packs (Yi & Yoo, 2011). As the variety of these kinds of promotions is quite big, it is hard to measure the effects of non-monetary promotions in general. Furthermore, monetary promotions are used more frequently, and therefore are a valuable subject to scientific research. In other words, the focus of this study will be on monetary promotions instead of non-monetary promotions.

2.1.1. Monetary promotions

Monetary promotions are the most common kind of sales promotions used by organizations (Obeid, 2014). These kinds of promotions allow customers to purchase a product at a lower price than usual through price reductions, coupons or rebates (Montaner & Pina, 2008). This promotion type satisfies customers' desire for savings, provides immediate rewards and can be regarded as utilitarian benefit for the customer (Chandon, Wansink & Laurent, 2000; Kwok & Uncles, 2005; Yi & Yoo, 2011). These utilitarian benefits will arise when the product meets the customers' instrumental expectations like maximizing the utility, efficiency and economy (Montaner & Pina, 2008).

Monetary promotions will generate good short-term results, as they will cause an immediate sales uplift (e.g. Blattberg et al, 1995; Chandon, Wansink & Laurent, 2000; Gendall, Hoek & Pope, 2006; Montaner & Pina, 2008; Yi & Yoo, 2011; Obeid, 2014). This is the main reason why this promotion type is widely used by companies. Furthermore, it is also an instrument to introduce new products, attract new customers (Montaner & Pina, 2008; Obeid, 2014; Santini, Sampaio, Perin, Espartel & Ladeira, 2015) and increase store traffic (Gendall et al., 2006). Customers may experience this kind of sales promotion as a pleasant surprise as the purchase price is lower than expected. Therefore, monetary promotions allow for a financial saving at the customer's end. If customers will acknowledge the satisfaction of

this surprise to the brand, it may result in a more positive brand image (Hunt & Keaveney, 1994) and it may also increase the brand attitude perceptions on the short term (Yi & Yoo, 2011).

However, customers also look for an explanation for the promotion, which is known as the attribution theory (Montaner and Pina, 2008). They may base the brand's attributions on a price-quality ratio. When price is the only available information of the product, customers may attribute a lower price (due to a discount) to poor quality of the product (Montaner and Pina, 2008). As customers use price as an extrinsic cue to infer product quality this lower reference price will also lower customers' perceptions of brand quality (Yoo et al, 2000; DelVecchio et al, 2007; Yi & Yoo, 2011) Furthermore, customers will value the product less (Yi & Yoo, 2011). Although these effects are already prevalent on the short term, they increase on the long term.

On the long term, monetary promotions might cause more harm to the perception of a brand than no promotion at all. Customers will adopt the discounted price as general price information, which might result in adjusting the reference price to a discounted level (Blattberg et al, 1995; Sinha & Smith, 2000; DelVecchio, Krishnan & Smith, 2007; Montaner & Pina, 2008; Yi & Yoo, 2011). Consequently, customers think that the original price is too high and they may wait until the next discount period before they purchase the product (DelVecchio et al, 2007; Yi & Yoo, 2011). Consequently, this negatively influences the base sales of the company: the sales they will have during a period without sales promotions. Besides the negative effects on base sales it will also negatively effects brand perception. Lowering customers' reference price and the effects on the perception of quality might ultimately damage the brand attitude (Yi & Yoo, 2011) and brand image (Hunt & Keaveney, 1994; Yoo et al, 2000; Montaner & Pina, 2008). All together, monetary promotions contribute to an erosion of the brand equity over time (Yoo et al, 2000; Villarejo-Ramos & Sanchez-Franco, 2005): something every organization absolutely wants to prevent.

**H1a – Monetary promotions have, compared to the original price, a negative influence on:
a) brand image; b) brand attitude; c) perceived quality**

The negative effects on customers' reference price, brand image, brand attitude and perceived quality are the highest in case of prolonged and repeated exposure of monetary promotions (Yi & Yoo, 2011). Therefore, in this study a dairy product with a high promo pressure (65%) is chosen too simulate the long-term situation. High promo pressure reflects the percentage of volume sold in a sales promotion. In case of the selected dairy product in this study, the brand Danio, this results in an almost weekly promotional offer at a different grocery store.

2.1.2. Deal characteristics

The effectiveness and consequences of monetary promotions may also be influenced by the characteristics of the deal (Gendall et al, 2006; DelVecchio, Henard & Freling, 2006; DelVecchio et al, 2007). Some of these characteristics can be the framing of the deal and the depth of the promotion.

According to Gendall et al. (2006) the presentation or framing of the price message might affect the customers' purchase intentions or behaviour. Other alternatives might be used by retailers; including 50% discount, two for the price of one, single price off (€1,-) etcetera. The effects of these different ways of framing will depend on how customers interpret and process them (Gendall et al, 2006). Gendall et al. (2006) studied the effects of two different framing ways (percentage amount off vs. cent amount off) on low prices and high prices. The study showed that a percentage amount off is slightly more attractive for customers on low priced products. For high priced products the opposite accounts, it was found that customers regard cent amounts off as more attractive. Customers prefer promotions they can easily calculate instead of deals they cannot easily figure out (DelVecchio et al., 2007). When customers need to put effort in calculating the price and they estimate that it will not surpass the benefit, they will use heuristics to guess the proximal price (Johnson, Morwitz & Greenleaf, 1998). One example of a heuristic is the mentioning of the original price next to the promoted price on a shelf talker. Customers will use this original price as an anchor point to find out if the deal is attractive or not. So the way of presenting and framing the deal can affect the attractiveness for a customer and also the intention to buy the products.

Another influencing factor on the effectiveness of sales promotion may be the amount of the promotion. Price-based promotion has risen steadily during the past years. And besides that there are more promotions offered, they are most of the times also deepened which means that discounts are higher (DelVecchio et al., 2007). It might be attractive to increase the depth of a promotion as this will increase sales. The purchase choice of a customer is positively related to the nominal value of a promotion which leads to a higher purchase intention (DelVecchio et al., 2007). However, there is a downside of deepening price-based promotions. It lowers the perceptions of brand quality and the price expectations that customers have. It also (involuntary) trains customers to wait for promotions to buy the product again (DelVecchio et al., 2007). Johnson et al. (1998) found that a price reduction can be seen as untrustworthy when the depth of the sales promotion is outside the latitude of price acceptance. Price promotions of more than 20 percent of the original price will result in a negative effect on the post-promotion brand preference (DelVecchio et al. (2006). Customers will doubt promotions that are too deep and subsequently see it as less trustworthy compared with products that are subject to a smaller discount. According to DelVecchio et al. (2006) a trustworthy deal incorporates a maximum discount of 20 percent of the original price.

**H1b – A deeper promotion (> 20% discount), compared to a shallower promotion (< 20%), will have an increasingly negative influence on:
a) brand image; b) brand attitude; c) perceived quality**

In this study two different discount percentages are used. In total there are six conditions, two of them will show a 50% discount and two of them will show a 20% discount. The last two conditions will show the original price of the product. The choices of the discounts are made based on the findings of DelVecchio et al. (2006). Next to the discounts the original price will be mentioned as an anchor point for the customer (DelVecchio et al, 2007).

2.2. In-store initiatives

Another important fast growing element in the field of marketing is in-store communication. This is part of the broader term of 'shopper marketing', which has become a well known concept for marketers nowadays (POPAI, 2010). Shopper marketing has a great potential to engage customers more completely and profitably with the product (Kiran & Jose, 2012). Research of POPAI (2014) showed that approximately 82% of the purchase decisions are made in the store. This phenomenon highlights the marketing opportunity that advertising on the Point of Purchase (POP) influences the customers' final purchase decision and it therefore is a good way to reach the customer. The use of effective shopper marketing at the point of purchase helps to stimulate consumption and brand equity building (Kiran & Jose, 2012).

2.2.1. Shopper marketing

Shopper marketing is a way of marketing that targets customers when they are in the role of a shopper (Shankar et al, 2011). A frequently used definition is formulated by Shankar (2011): *"Shopper marketing refers to the planning and execution of all marketing activities that influence a shopper along, and beyond, the entire path-to-purchase, from the point at which the motivation to shop first emerges through to purchase, consumption, repurchase and recommendation."*

Before shopper marketing occurred, marketers targeted their customers merely outside the store through TV commercials, leaflets etcetera. This would stimulate customers and lead them to the store but then marketers actually left them at the front door. An important moment in the customers' decision-making process was ignored, namely the first moment of truth (FMOT) inside the store (Kiran & Jose, 2012). FMOT can be explained with the following sentence: *"Person X goes to the grocery store Z and sees a product Y in the shelf. After checking some alternatives he decides to buy product Y."* (Lecinski, 2012). Earlier, shopping decisions were made based on mass media advertisement and (more) on routine with the help of shopping lists. However, nowadays, shopping decisions are primarily made in-store at the shopping floor (Kiran, Majumdar & Kishore, 2012). Shopper marketing aims to provide an increasingly enjoyable shopping experience and reach customers at the FMOT. This phenomenon gives companies' new and different challenges to communicate their brands more effectively, particularly at the POP (Silveira & Marreiros, 2014).

With the rise of shopper marketing, manufactures and retailers need to innovate to differentiate on the shopping floor. To stand out of the crowd at the time of the customers' decision-making they need to introduce various ways of promoting their brands and products, designing their stores, positioning the several aisles and shelves etcetera (Kiran et al, 2012). POS materials might help to attract customers and make them buy their brands (in case of a manufacturer) in their stores (in case of a retailer). This makes shopper marketing important for both manufacturers and retailers, which ultimately results in a way of marketing that is broadened. GMA/Deloitte (2007) created an overview of all the different ways of shopper marketing in an overarching term called 'shopper marketing stimuli'. They define it as: *"any marketing effort that builds brand equity and has the potential to engage or influence an individual to shop or make a purchase."* They divided these stimuli in four different ways which can be found in table 1 on the next page.

Product	Price	Place	Promotion
Packaging	Price promotions on;	Store design	Floor ads
Size	Shelf talkers	Layout	Shelf talkers
Language	Coupon dispenser	Lighting	Displays
	Check-out coupons	Aisle/shelf locations	Sampling Demo

Table 1. Shopper Marketing Stimuli (GMA/Deloitte, 2007)

With in-store marketing manufacturers and retailers can turn a rather boring store in an entertaining environment which will surprise customers and create an increasingly enjoyable way of shopping (Kaltcheva & Weich, 2006; Kiran et al, 2012). Different ways of shopper marketing create a lively atmosphere and enrich the shopping experience. The goal of the shopper marketing programs is to create favourable customer perceptions for the brand and store throughout the whole shopping cycle.

2.2.2. In-store communication

A component of shopper marketing is in-store communication. In-store communication resembles all marketing related instruments which are present on the point of purchase. They correspond with the elements 'price' and 'promotion' in the table of GMA/Deloitte (2007). Another term used for in-store communication is point of purchase advertising. Shimp (2007) describes this way of advertising as an opportunity for marketers to effectively influence customers' buying behaviour at the most suitable place and period. 'In-store communication'/'point of purchase advertising' are tools to improve sales and realising advertising contacts at '*the first moment of truth*' (Shimp, 2007; POPAI, 2010). During the last years, this way of advertising accounted for a big impact on the buying behaviours of customers (Amechi & long, 2013). The application of advertising on the POP resulted in an increase in sales volume and brand building.

In-store media include several advertising and promotions materials such as advertisements on shopping carts, end-aisle displays (2nd placement), shelf talkers, floor signage, coupon dispensers, in-store audio and interactive screens (Shimp, 2007; Kotler & Keller, 2009; POPAI, 2010). Customers are confronted with this in-store media and will therefore be influenced. POPAI (2010) created an overview of the way a customer will see and/or observe this different ways of in-store stimuli. Customers are confronted with stimuli the very minute they enter the store. Generally, customers look upwards while entering the store to get used to the new environment. This means that all the things marketers will present at a low stage are less likely to be seen. Customers continue their shopping journey in the reading mode. The customer looks downward in an angle of 15 degrees (POPAI, 2010). This shopping gaze results in the fact that not everything on the eye level will be seen instantly, but rather that present floor signs will be the elements that pop up first in the eyes of the customer. When customers walk around the store, their visual field shifts from the top to the bottom and from the left to the right. By the use of 'eye tracking' method researchers are able to check what customers look at, but they cannot draw conclusions about what they actually perceive, as eye gaze does not automatically resemble product perception. POPAI (2010) gives an example of the ceiling pendant. This is one of the in-store elements that will be removed first because people think that no one will see it. But this is not the right conclusion as it can serve as an important part of the (unconscious) customer experience (POPAI, 2010).

POPAL (2010) created an instrument to measure the impact, engagement and conversion of different in-store communication materials. The definitions of these three ratios can be found in Appendix A. An overview of the average ratios of in-store media, combined with the three forms of in-store media used in this research, is given below.

	Average	Floor signs	Shelf talker	Bus stops
Impact	14,6%	16%	13%	5,6%
Engagement	8,4%	-	9%	6,1%
Conversion	5,2%	-	5,8%	5,6%

Table 2. Indication of impact, engagement and conversion ratio of in-store media based on 980 customers and 15.961 different sorts of in-store media (POPAL, 2010)

POPAL (2010) concluded, like it was mentioned in the introduction already, that customers look every 6 seconds at an in-store medium, during an average shopping trip of 20 minutes. Naturally, these media incorporate all sorts of in-store media, but in total the customer is confronted with 200 exposures per 20 minutes. This is a large amount of exposures, which makes in-store communication a valuable topic of discussion. POPAL (2010) studied the different ratios and created an overview for the different sorts of in-store media. Following the conclusion of earlier research, they stated that the use of in-store media results in a sales increase and a positive affective appraisal regarding the brand (Inman et al, 2009; POPAL, 2010; Amechi & long, 2013). However, until now, no literature is available about the specific effects of different forms of in-store communication, in this study floor signs, shelf talkers and bus stops, on brand equity.

To increase the information regarding the effects of advertising on the shopping floor, one of the main studied indicators of the effects of general advertising will be elaborated on, namely the perception of customers about the advertising spend of a manufacturer. Yoo et al. (2000) found a positive effect of heavy advertisement spending on brand equity. They showed a positive relation with the perceived quality of the brand when a manufacturer is investing in the brand. Also, it showed confidence of marketing managers in the product which positively affects the perceived quality of the product (Villarejo-Ramos & Sanchez-Franco, 2005). Most of the times a higher advertising spend result in a higher advertising strength. Likewise it increased the probability of the brand to be included in the group of alternatives that the customer might choose. Additionally, this may result in a positive association that builds a high brand image in the customer's mind (Villarejo-Ramos & Sanchez-Franco, 2005).

Research of Villarejo-Ramos and Sanchez-Franco (2005) showed a favourable causal relationship between perceived advertising spending and brand equity. They found that a higher advertising spending results in a better quality of the product as perceived by the customer. Furthermore they showed a higher level of brand awareness at the customers' end and more associations linked to the product that enhance customers' attitudes towards a brand which improves the brand image. Yoo et al. (2000) also studied the effects of advertising spending on brand equity and their research showed that a greater amount of advertising is positively related to the perceived quality, brand awareness and associations which positively influence brand equity.

In line with in-store communication, this study uses POS materials as an extension/part of the advertising of a company, so that customers may see it as an extra spend on the brand. It is expected that the effects of advertising on the brand will be the same on the shopping floor. It is also thematic and in line with the aim of turning customers' minds towards the purchase of the product and makes them aware of the brand (Amechi & long, 2013).

H2 – POS materials have a positive influence on:

a) brand awareness; b) brand image; c) brand attitude; d) perceived quality, compared to a shelf without POS materials

In this study three sorts of POS materials are used, namely a floor sign, shelf talker and logos off the product at both ends of the shelf (bus stops). The three conditions without POS materials only had a blank shelf talker with the price communication on it.

2.3. Sales promotions and in-store communication

In the previous sections the goals, characteristics and effects of both sales promotions and shopper marketing/in-store communication were elaborated on. Based on the discussed literature, it may be concluded that shopper marketing, in-store communication and advertising are successful tools in creating brand equity, whereas monetary sales promotions are, most of the times, unsuccessful. Monetary promotions likely have a negative effect on brand equity. When a company has its main focus on sales promotions and skips the advertising part this would reduce brand associations which might result in a decrease of the brand equity (Yoo et al, 2000). Sales promotions are actually an erroneous way of building a strong brand perception (Villarejo-Ramos & Sanchez-Franco, 2005). The easiest way to overcome the presumable negative effects of sales promotions is to skip them. However, most of the companies cannot achieve their revenue targets without sales promotions. Therefore, another solution is needed to overcome the presumable negative effects of sales promotions.

The goal of this research is to combine sales promotions with in-store communication, in particular POS materials, to see if advertising on the shopping floor can diminish or resolve the presumable negative effects of monetary sales promotions. Another important part of this study is the price level of the product and the way this price will be framed. Furthermore, it might be interesting to see if POS materials positively influence the brand equity as well when they are sold for the original price.

H3a – The level of a) brand awareness; b) brand image; c) brand attitude; d) perceived quality, will be increasingly positive when a combination of monetary promotions with POS materials will be used for the brand

H3b – The level of a) brand awareness; b) brand image; c) brand attitude; d) perceived quality, will be increasingly positive when a combination of a shallower promotion (< 20% discount) with POS materials will be used for the brand, compared to a deeper promotion (> 20% discount) with POS materials

2.4. Research model

The different aspects discussed in the theoretical framework are combined in this research model that serves as the basis of this study.

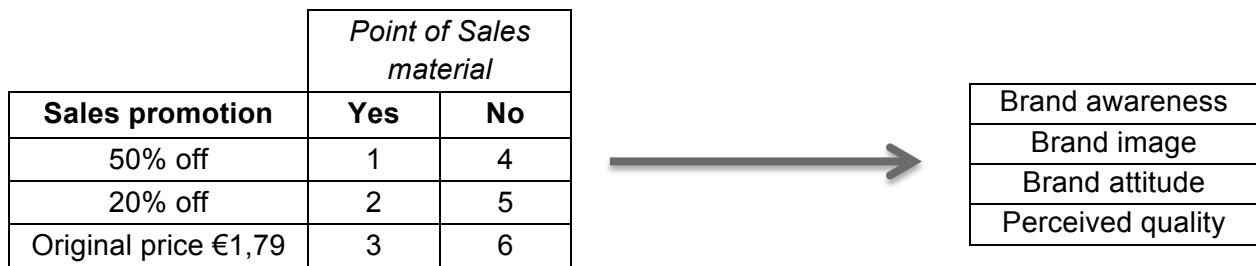


Figure 4. Final research model

3. RESEARCH METHOD

The components of the research model, presented in the previous section, served as the basis for the research method which will be presented in this section. Paragraph 3.1 focuses on the research design, the procedure of this study, the creation of the stimulus materials and the manipulation check. The participants and the demographic information are highlighted in paragraph 3.2. The last paragraph, 3.3, describes the several measurements of the research and the reliability of the constructs.

3.1. Research design and procedure

To examine the influence of sales promotions and POS materials on brand equity an experiment set up has been used. This experiment has been conducted with a '3x2 between-subject' design. The level of discount and the presence of POS materials were selected as manipulated factors in the between-subject design. In total this resulted in 6 research conditions. No extra control group has been added as the sixth research condition was already a control group (original price and no use of POS materials).

Sales promotion	Point of Sales material	
	Yes	No
50% off	1	4
20% off	2	5
Original price €1,79	3	6

Table 3. '3x2 between-subject' design

The main study was conducted by using an online questionnaire. The entry requirement for participant recruitment was that the participant (sometimes) goes grocery shopping. The recruited participants were randomly assigned to one of the six experimental conditions. The questionnaire started with a short scenario to let them empathize with the situation of the study, followed by a short movie of a shopping journey. The participants were asked to express their opinion about several statements. These statements were about attitude towards sales promotions (excl. conditions with the original price), perceived quality, brand awareness, brand image, brand attitude, deal proneness, price dealing intensity, purchase intention and the price they would pay for Danio if it was not on sale. Besides judging these statements, the participants filled in general questions about themselves, about their dairy consumption and dairy preferences. These questions were necessary to estimate their involvement in the product category. In total 305 participants were recruited, of whom 50 participants per condition were assigned.

3.1.1. Creation of stimulus materials

In this study the different conditions were created with the use of a movie, a grocery store and several POS materials. The decision to use a movie instead of images was made to create a realistic shopper experience for the participant. The movies were made in a Dutch supermarket chain called Plus. The POS materials used in this study were created by Danio as part of their relaunch (e.g. new design and new brand story). Furthermore, the researcher created the shelf talkers with different sales promotions.

Before showing the movie in the questionnaire, a short scenario was presented which contained the following text: *'Imagine: Tonight you get friends over for diner. The biggest part of the groceries is already done, but there are two things you still need to buy, namely a cucumber and a dessert. You get on your bike and ride to the nearest supermarket to buy those products.'*

To optimize realistic shopper experiences, the camera was held at eye level. The movie started at the vegetable section of the grocery store, where the participants were exposed to the cucumber section. The decision was made to start at this section as this section contains unbranded products and to create a shopping journey instead of immediately starting with the dairy section. After a cucumber was picked, the participants followed their shopping experience along several shelf's (beverages, preserving vegetables, sauces) to end at the dairy section. In order to provide an overview of the available products, the whole shelf was scanned. Following the movie, the participants decided to have Danio creamy quark as dessert that evening and picked the Danio Stracciatella out of the shelf. After the movie ended, one sentence was given to create choice and price awareness of the product: *'You decided to pick the creamy quark of Danio for tonight because it is on sale with 50% reduction. From €1,79 for €0,90 for a cup. You buy the products and go home to prepare the diner'*. This sentence was different for the three price/discount levels (see Appendix B).



Figure 5. Snapshots of stimulus material

After checking all the movies on a bigger screen, the decision was made to use slow-motion editing techniques, to create a higher level of POS material awareness. If the slow-motion was left out, the participants would not be able to see/read the several POS materials and the texts.

Before distributing the questionnaire a small pre-test was carried out to find out if the stimulus materials were noticed in the (edited) movie. Six persons were asked to watch the movie (three with POS and three without) and to tell afterwards what they had seen. They all noticed the floor sign and the shelf talker (with and without logo). Two of the three who watched the movie with POS noticed the logo signs at the end of the shelves. In some of the movies there were also other customers or employees, this was also noticed at condition three and four. Pictures of the different conditions can be found in Appendix B. Since this check was done at six persons only, there was also a question added in the questionnaire to see whether participants noticed the several materials. The results of this manipulation check will be given in the next paragraph.

3.1.2. Manipulation check

The manipulation check was done to find out whether the participants really noticed the POS materials. One question was added to the questionnaire to find out whether the participants noticed the several manipulations or not. The question for the manipulation check was: *'Did you notice something in the movie that you have seen at the beginning of the questionnaire? Mark the things you think you have seen.'* The table below shows an overview of the answers given by the participants.

Possible answers	50% promotion * POS present N = 46	20% promotion * POS present N = 48	Original price * POS present N = 48	50% promotion * POS absent N = 47	20% promotion * POS absent N = 48	Control group N = 49
Floor sign	25 (54%)	31 (65%)	35 (73%)	2 (4%)	2 (4%)	-
Shelf talker with Danio logo	16 (35%)	15 (31%)	20 (42%)	9 (19%)	5 (10%)	-
Shelf talker without Danio logo	4 (9%)	7 (15%)	2 (4%)	20 (43%)	11 (23%)	5 (10%)
Danio logo's at shelf sides	1 (2%)	5 (10%)	2 (4%)	1 (2%)	1 (2%)	1 (2%)
Nothing	14 (30%)	7 (15%)	6 (13%)	17 (36%)	28 (58%)	38 (78%)
Other, namely ...	2 (4%)	5 (10%)	8 (17%)	6 (13%)	4 (8%)	6 (12%)

Table 4. Results manipulation check

The bold numbers in table 4 show the elements which were present in the movies. The majority of the participants in the conditions with POS materials noticed the floor signs, which is in line with the findings of POPAI (2010). However, the results for the 50% off condition show a high percentage for participants which marked that they had not see anything in the movie. Next to this, the shelf talker with the Danio logo was noticed by less than half of the participants in the POS conditions. The logos at the sides of the shelf's were noticed by almost none of the participants. This means that participants did not entirely correctly interpret the POS manipulation.

Furthermore, in the two sales promotion conditions without POS materials, differences were found in the interpretation of the manipulations. 43% of the participants in the 50% off condition correctly interpreted the manipulation by noticing a shelf talker, compared to 23% of the participants in the 20% off condition. Besides this, the majority of the participants (58%) in the 20% off condition thought that they noticed nothing in the movie.

Participants in condition 6 interpreted the movie correctly, as there were no materials present. Some of them thought that they noticed a shelf talker but they may have confused this with the price tag on the shelf.

Drawing upon this manipulation check it is concluded that the majority of the participants did not interpret the manipulation correctly. Therefore, the analyses will be done based on two datasets. One including all the participants and one including only the participants that correctly interpreted the manipulation. This decision is made in order to increase the chance of significant effects in the second condition.

Next to the manipulation check it is also important to get insights if the participants were aware of the fact that Danio has a high promo pressure. Therefore the construct 'price dealing intensity' was used. The results show that respondents did not rate Danio as a brand with a high dealing intensity. So it is not sure whether respondents were (consciously) aware of the prolonged promotion strategy of Danio.

50% promotion * POS present N = 46	20% promotion * POS present N = 48	Original price * POS present N = 48	50% promotion * POS absent N = 47	20% promotion * POS absent N = 48	Control group N = 49
2,76 (0,52)	2,74 (0,47)	2,74 (0,45)	2,70 (0,47)	2,77 (0,47)	2,60 (0,54)

Table 5. Results awareness of 'price dealing intensity'

3.2. Participants

The recruitment of the participants took place in the researcher's private network by sharing the link of the online questionnaire via email and social media. The participants were also asked to share the link in their network to create a snowball effect. In total 592 participants started with the questionnaire. Due to the fact that this questionnaire only worked at a laptop, because of the movie, a lot of participants did not complete the survey as they already opened it on their mobile phones. In the end, 305 of the 592 participants completed the entire questionnaire. After checking the entry requirements (of doing grocery shopping), 18 participants were deleted because they did not meet the participation requirements. They were excluded to make sure that there was no effect of lack of shopping experience, as this study focuses on the effects of different stimuli on the shopping floor. Furthermore, the data file was checked on outliers which resulted in deletion of one extra respondent. Ultimately, 286 participants were included for further analysis. The amount of participants for each condition was still sufficient. Of the 286 participants, 191(67%) were female and 95(33%) were male. Ages of the participants ranged from 17 to 83, with an average age of 29,58 (SD = 11,78). An overview of the demographic information can be found in table 6 on the next page.

Demographic construct	50% promotion * POS present N = 46	20% promotion * POS present N = 48	Original price * POS present N = 48	50% promotion * POS absent N = 47	20% promotion * POS absent N = 48	Control group N = 49
Gender						
Female	32 (70%)	27 (56%)	34 (71%)	29 (62%)	35 (73%)	34 (69%)
Male	14 (30%)	21 (44%)	14 (29%)	18 (38%)	13 (27%)	15 (31%)
Age						
17 – 25	32 (70%)	26 (54%)	30 (61%)	28 (59%)	31 (65%)	32 (66%)
26 – 35	10 (22%)	8 (17%)	8 (17%)	4 (9%)	5 (10%)	8 (16%)
36 – 45	1 (2%)	5 (10%)	2 (4%)	4 (9%)	3 (6%)	3 (6%)
46 – 55	2 (4%)	6 (13%)	4 (8%)	11 (23%)	7 (15%)	3 (6%)
56 - older	1 (2%)	3 (6%)	4 (8%)	-	2 (4%)	3 (6%)
Average age						
	26	31	30	32	31	29
Education						
High school	3 (7%)	2 (4%)	3 (6%)	3 (7%)	3 (6%)	3 (6%)
MBO	3 (7%)	3 (6%)	4 (8%)	2 (4%)	1 (2%)	2 (4%)
HBO	10 (21%)	14 (29%)	17 (36%)	17 (36%)	13 (27%)	14 (29%)
WO	30 (65%)	29 (61%)	24 (50%)	25 (53%)	31 (65%)	30 (61%)
Shopping Behaviour						
Every day	9 (20%)	4 (8%)	7 (14%)	9 (19%)	8 (17%)	10 (22%)
2 to 3 times a week	20 (43%)	26 (54%)	23 (48%)	17 (36%)	17 (35%)	24 (49%)
4 to 5 times a week	11 (24%)	12 (25%)	10 (21%)	11 (23%)	15 (31%)	12 (23%)
Once a week	6 (13%)	6 (13%)	8 (17%)	10 (22%)	8 (17%)	3 (6%)
General dairy consumption						
Almost never	14 (30%)	17 (35%)	10 (21%)	12 (26%)	18 (38%)	18 (37%)
Once a week	11 (24%)	9 (19%)	12 (25%)	9 (19%)	6 (12%)	12 (25%)
Once in three days	12 (26%)	14 (29%)	14 (29%)	14 (30%)	10 (21%)	11 (22%)
Every day	9 (20%)	8 (17%)	12 (25%)	12 (26%)	14 (29%)	8 (16%)
Danio						
Awareness	46 (100%)	39 (81%)	45 (94%)	43 (92%)	45 (94%)	45 (92%)
Consumption	28 (61%)	22 (46%)	28 (59%)	30 (61%)	25 (52%)	27 (55%)

Table 6. Demographic information

3.3. Measurements

Qualtrics randomly assigned one condition to a participant, so each respondent saw one condition. After the exposure to one of the six movies, several statements were given. All the participants were confronted with the same statements, based on 7 constructs ('perceived quality', 'brand awareness', 'brand image', 'brand attitude', 'deal proneness', 'price dealing intensity', 'purchase intention'). All constructs were measured on a 5-point Likert scale; from strongly disagree (1) to strongly agree (5). Established scales, summarized in Table 7, are used to compose the constructs in this questionnaire. Additionally, the participants who were assigned to the conditions with a sales promotion filled out an extra list of six statements regarding the 'Attitude towards the Sales Promotion'.

Construct	Established scale
Perceived Quality	Yoo et al. (2000); Villarejo and Sanchez (2005); Buil et al. (2011)
Brand Awareness	Buil et al. (2011); Villarejo and Sanchez (2005)
Brand Image	Villarejo and Sanchez (2005)
Brand Attitude	Leclerc, Schmitt & Dubé (1994); Pan & Schmitt (1996); Shamdasani, Stanaland & Tan (2001) in: Bruner II (1997)
Deal Proneness	Lichtenstein, Burton and Netemeyer (1997); Lichtenstein, Ridgway and Netemeyer (1993)
Price dealing intensity	Yoo et al. (2000); Buil et al. (2011)
Purchase Intention	Coyle & Thorson (2001), Kim & Biocca (1997), Putrevu & Lord (1994) in: Bruner II (1997)
Attitude towards the Sales Promotion	Chandon (2003), Chandon, Wansink & Laurent (2000) in: Bruner II (1997)

Table 7. Constructs and established scales

Analysis showed that the internal reliability of the constructs 'perceived quality', 'brand awareness', 'brand attitude', 'purchase intention' and 'attitude towards the sales promotion' were above .70 and therefore appropriate to include in this study. The constructs 'brand image', 'deal proneness' and 'price dealing intensity' did not meet the cut-off requirement of .70. After deleting two of the original items of 'price dealing intensity', this construct consisted of three items with a Cronbach's Alpha of .707 (Cronbach's Alpha for five or four items is respectively .490 and .637). For 'deal proneness' two out of six items were deleted, because the internal reliability of the construct was not appropriate (Cronbach's Alpha .631 and .655). After adjustment, the Cronbach's Alpha was .673. The internal validity is therefore still lower than .70, which makes this construct, together with 'brand image' (.661) less reliable than the other constructs, which meet the cut-off score. Deleting items for 'brand image' did not adjust the internal reliability of this construct. Despite the fact that the internal reliability of these two constructs did not meet the cut-off requirement of .70, the decision was made to keep these constructs for analysis as both internal reliabilities were not dramatically lower than the requirement of .70 and analysis was sufficiently more complete with the inclusion of these criteria.

The items used for each construct and their corresponding Cronbach's Alpha, mean and standard deviation (after deleting items) are displayed in Table 8 on the next page.

Construct	Cronbach's alpha	M (SD)	Items		
Perceived quality	.778	3,67 (0,49)	1. Danio is of high quality 2. Danio offers products of consistent quality 3. Danio offers very reliable products 4. Danio appears to be of very poor quality* 5. Danio is a quality leader within its category		
Brand awareness	.779	3,69 (0,67)	1. I know what Danio looks like 2. I can recognise Danio among other competing brands desserts 3. I am aware of Danio 4. I know Danio 5. When I think of desserts, Danio is one of the brands that comes to my mind		
Brand Image	.661	3,23 (0,59)	1. Some characteristics of Danio come to my mind quickly 2. I can quickly recall the symbol or logo of Danio 3. Danio has a strong personality 4. Danio has a strong image 5. Danio provides high value in relation to the price we must pay for		
Brand attitude	.896	3,69 (0,45)	<table><tr><td>1. Unpleasant / pleasant 2. Not distinctive / Distinctive 3. Negative / Positive 4. Dislike / Like 5. Low quality / high quality 6. Unreliable / reliable 7. Unattractive / attractive</td><td>8. Bad / Good 9. Awful / Nice 10. Disagreeable / Agreeable 11. Dull / Exciting 12. Weak / Strong 13. Not social / Social 14. Expensive / inexpensive</td></tr></table>	1. Unpleasant / pleasant 2. Not distinctive / Distinctive 3. Negative / Positive 4. Dislike / Like 5. Low quality / high quality 6. Unreliable / reliable 7. Unattractive / attractive	8. Bad / Good 9. Awful / Nice 10. Disagreeable / Agreeable 11. Dull / Exciting 12. Weak / Strong 13. Not social / Social 14. Expensive / inexpensive
1. Unpleasant / pleasant 2. Not distinctive / Distinctive 3. Negative / Positive 4. Dislike / Like 5. Low quality / high quality 6. Unreliable / reliable 7. Unattractive / attractive	8. Bad / Good 9. Awful / Nice 10. Disagreeable / Agreeable 11. Dull / Exciting 12. Weak / Strong 13. Not social / Social 14. Expensive / inexpensive				
Deal proneness	.673	3,64 (0,61)	1. I enjoy buying brands with deals 2. Compared to most people, I would say I have a positive attitude towards deals 3. When I buy a brand on sale, I feel that I am getting a good deal 4. I have favourite brands, but most of the time I buy the brand that's on sale 5. I will grocery shop at more than one store to take advantage of low prices 6. The money saved by finding sales promotions is usually not worth the time and effort*		
Amount of deals	.707	2,72 (0,49)	1. Danio doesn't frequently offers price discounts* 2. Price deals for Danio are emphasised more than seems reasonable 3. Danio uses price discounts more frequently than competing brands of desserts 4. Price deals for Danio are presented too many times 5. If Danio offers a price deals this surprises me*		
Purchase intention	.838	3,05 (0,81)	1. It is very likely that I will buy Danio 2. I will purchase Danio the next time I need a dessert 3. I will definitely try Danio 4. Suppose that a friend called you last night to get your advice in his/her search for a dessert. Would you recommend him/her to buy a dessert from Danio?		
Attitude towards the sales promotion	.847	3,67 (0,67)	1. I like this type of promotion a lot 2. I wish there were more promotions like this 3. With this type of promotion, I feel like buying the product 4. I really save money 5. I feel that I am getting a good deal 6. I really spend less		

Table 8. Constructs: reliability scores, means, standard deviation values and items (after deleting)

4. RESULTS

This chapter presents an outline of the results of this study. By using SPSS 23, several analyses have been carried out to test the hypotheses of this study. In the first paragraph information will be presented about the tests that were conducted and after discussing these tests, the results of the analyses will be presented. Two different data sets have been tested for effects, e.g. the complete dataset and the cleaned dataset. This distinction was made to measure differences in awareness of POS materials among the participants. As there were no significant results/differences found in the cleaned data set (N=119) compared to the complete data set (N=286), only the results of the complete data set will be discussed. The second paragraph presents the results on the four brand equity dimensions ('perceived quality', 'brand image', 'brand attitude' and 'brand awareness') and the third paragraph will focus on the results on the extra measured variables ('reference price', 'purchase intention' and 'attitude towards the sales promotions'). Based on these results a conclusion of the presented hypotheses will be drawn.

4.1. Multivariate Analyses of Variances with covariates (MANCOVA)

In this study a 'Multivariate Analyses Of Variances' (MANOVA) was carried out with two covariates (MANCOVA) to examine the main effects of the independent variables (sales promotions and POS materials) on the dependent variables ('perceived quality', 'brand image', 'brand attitude' and 'brand awareness'). Before conducting the analyses with the use of MANOVA, a data check was done to familiarize with a general effect of the independent variables on the dependent variables (Wilks' Lambda). The Wilks' Lambda can be considered significant and related to the F-values when the values of the test meet the cut-off score between 1 and 2. In this case the Wilks' lambda for the 2*3 design is 1,163, so it satisfies the requirements.

Two covariates were included in this study to control for effects on the relation between the independent and dependent variables. The first covariate is 'deal proneness' which makes a customer susceptible to respond favourably to deals (Yi & Yoo, 2010). The second covariate is 'awareness of Danio' which can influence the results as this brand is used in this study.

Next to the four dependent variables in the research model, three extra variables, 'reference price', 'purchase intention' and 'attitude towards the sales promotions', will be discussed in this results section. The results of these three variables might serve for valuable insights which can be of added value for the discussion. 'Reference price' might be valuable because literature showed that customers use the price of a product as an extrinsic cue to infer product and brand quality (Yoo et al, 2000; DelVecchio et al, 2007; Buil et al, 2011, Yi & Yoo, 2011). When promotions are used on a regular basis, customers might use the discounted price as new price information which can result in adjusting their reference price to a discounted level. 'Purchase intention' might be valuable as the main goal of a business is selling products to customers and purposes of sales promotions are to increase product sells. 'Attitude towards sales promotions' might be interesting in this study, in order to give insights in the kinds of promotions that are appreciated by customers which might also affect the appreciation of the brand.

4.2. Effects on brand equity dimensions

The effects on the four brand equity dimensions, based on the total data set (N=286), are discussed in this paragraph. The results of the MANCOVA are provided separately for each dependent variable ('perceived quality', 'brand image', 'brand attitude' and 'brand awareness'). The last part of this paragraph presents the rejection or support of the formulated hypotheses, based on the results of this study.

4.2.1. Effects on perceived quality

It was hypothesized that 'perceived quality' of the product would be lower when sales promotions were used instead of the original price. Furthermore, it was expected that the level of sales promotions affect the 'perceived quality': a deeper sales promotion (50%) has an increasingly negative effect over a shallower (20%) promotion. Furthermore, it was suspected that the use of POS materials positively effects the valuation of 'perceived quality'. Drawing upon the previous hypotheses, a combination of sales promotions and POS materials might result in a higher valuation of 'perceived quality'.

Sales promotion	POS Materials		Total
	Yes	No	
50% off	3,64 (0,49)	3,67 (0,55)	3,65 (0,52)
20% off	3,64 (0,48)	3,67 (0,46)	3,66 (0,47)
Original price €1,79	3,67 (0,45)	3,76 (0,47)	3,72 (0,46)
Total	3,65 (0,47)	3,71 (0,49)	

Table 9. Mean scores and standard deviations on perceived quality based on total data set

The results in table 9 show that no main effect was found on 'perceived quality' for the use of the original price instead of the sales promotions ($F(2, 285) = .637, p = .529$). The different levels of the sales promotions had exactly the same mean scores which means that there were no different effects found on 'perceived quality' for the level of sales promotion (hypothesis 1b). Furthermore, there were no significant differences found for 'perceived quality' and the presence or absence of POS materials ($F(1, 285) = .924, p = .337$). Finally, no interaction effect was found for 'perceived quality' with a combination of POS materials and sales promotions ($F(2, 285) = .682, p = .506$). All the mean scores are almost equal which makes that no conclusion can be drawn.

4.2.2. Effects on brand image

It was hypothesized that the valuation of 'brand image' would decrease when sales promotions were used instead of the original price. In addition, it was expected that the level of sales promotions affected the 'brand image': a deeper sales promotion (50%) will have an increasingly negative effect than a shallower (20%) promotion. Furthermore, it was suspected that the use of POS materials has a positive effect on 'brand image'. Therefore, a combination of sales promotions and POS materials might result in an increased valuation of 'brand image'.

Sales promotion	POS Materials		Total
	Yes	No	
50% off	3,19 (0,54)	3,21 (0,55)	3,20 (0,54)
20% off	3,17 (0,54)	3,23 (0,55)	3,20 (0,54)
Original price €1,79	3,34 (0,60)	3,31 (0,66)	3,33 (0,63)
Total	3,23 (0,56)	3,25 (0,58)	

Table 10. Mean scores and standard deviations on brand image based on total data set

No significant differences were found on 'brand image' based on the use of the original price instead of sales promotions ($F(2, 285) = 1.748, p = .176$). However, a small difference was noticed between the sales promotions ($M = 3,20$) and the original price ($M = 3,33$) which is in line with hypothesis 1a, but this trend is too small to support the hypothesis. The different levels of the sales promotions have exactly the same mean scores ($M = 3,20$) which means that there were no different effects found on 'brand image' for the level of sales promotion (hypothesis 1b). Furthermore, no main effect has been found on 'brand image' for the presence or absence of POS materials ($F(1, 285) = .051, p = .821$). Therefore, no interaction effect was found for 'brand image' with a combination of POS materials and sales promotions ($F(1, 285) = .117, p = .890$).

4.2.3. Effects on brand attitude

The hypotheses regarding the main effects on 'brand attitude' claims that the presence of sales promotions negatively influences 'brand attitude' in comparison with the original price. Next to this, it is expected that the level of sales promotions will affect the 'brand attitude': a deeper sales promotion (50%) will have a more negative effect than a shallower promotion (20%). Furthermore, it is suspected that 'brand attitude' is positively affected when POS materials were used. A combination of sales promotions and POS materials might possibly result in a higher level of 'brand attitude'.

Sales promotion	POS Materials		Total
	Yes	No	
50% off	3,71 (0,40)	3,70 (0,41)	3,70 (0,41)
20% off	3,61 (0,41)	3,69 (0,42)	3,65 (0,42)
Original price €1,79	3,74 (0,42)	3,78 (0,49)	3,76 (0,45)
Total	3,69 (0,41)	3,72 (0,44)	

Table 11. Mean scores and standard deviations on brand attitude based on total data set

No significant differences were found on 'brand attitude' between the two sales promotion conditions and the original price condition ($F(2, 285) = 1.107, p = .332$). The different levels of the sales promotions had almost the same mean scores which means that there were no different effects found on 'perceived quality' for the level of sales promotion (hypothesis 1b). Furthermore, no significant effects were found for 'brand attitude' and the presence or absence of POS materials ($F(1, 285) = .485, p = .487$). Together this resulted in no interaction effect for 'brand attitude' with a combination of POS materials and sales promotions ($F(2, 285) = .011, p = .989$).

4.2.4. Effects on brand awareness

'Brand awareness' was merely measured for the effects of POS materials (H2, H3a and H3b). It was hypothesized that 'brand awareness' was positively influenced when POS materials were used on and around the shelf. Besides this, it was expected that a combination of POS materials and sales promotions positively affect the level of 'brand awareness'.

Sales promotion	POS Materials		Total
	Yes	No	
50% off	3,72 (0,60)	3,63 (0,68)	3,68 (0,64)
20% off	3,54 (0,71)	3,74 (0,66)	3,64 (0,69)
Original price €1,79	3,87 (0,58)	3,69 (0,70)	3,78 (0,65)
Total	3,71 (0,65)	3,69 (0,66)	

Table 12. Mean scores and standard deviations on brand awareness based on total data set

No main effects were found for 'brand awareness' and POS materials in general ($F(1, 285) = .146, p = .487$). Still, some small differences between the price levels and the presence or absence of POS materials were found. This interaction effect was not significant ($F(2, 285) = .933, p = .394$). The results for the 20% off condition with POS materials were remarkable, because the condition with POS materials scored lower on 'brand awareness' compared to the condition without POS materials. The other two conditions (50% off and original price) with POS materials showed a small effect that is in line with the hypothesis. However, the 20% off condition showed the opposite of the expected effect on 'brand awareness' stated in the hypothesis. A possible explanation might be the fact that this condition contained respondents with the lowest awareness and consumption of Danio.

4.2.5. Hypotheses

Based on all the results presented in the previous paragraphs, the following conclusions were drawn: all the hypotheses are not supported.

HYPOTHESES	
H1a – Monetary promotions have, compared to the original price, a negative influence on: a) brand image; b) brand attitude; c) perceived quality	Not supported
H1b – A deeper promotion (> 20% discount), compared to a shallower promotion (> 20% discount), will have an increasingly negative influence on: a) brand image; b) brand attitude; c) perceived quality	Not supported
H2 – POS materials have a positive influence on: a) brand awareness; b) brand image; c) brand attitude; d) perceived quality compared to a shelf without POS materials	Not supported
H3a – The level of a) brand awareness; b) brand image; c) brand attitude; d) perceived quality, will be increasingly positive when a combination of monetary promotions with POS materials will be used for the brand	Not supported
H3b – The level of a) brand awareness; b) brand image; c) brand attitude; d) perceived quality, will be increasingly positive when a combination of a shallower promotion (< 20% discount) with POS materials will be used for the brand, compared to a deeper promotion (> 20% discount) with POS materials	Not supported

Table 13. Hypotheses summary and results based on total data set

4.3. Effects on extra measured variables

The effects on the three extra measured variables, based on the total data set (N=286), are discussed in this paragraph. The results of the MANCOVA are provided separately for each variable ('reference price', 'purchase intention' and 'attitude towards the sales promotions').

4.3.1. Effects on customers' reference price

There is a trend in scientific literature that points to the relation between long-term discounts and a decreased 'reference price' in customers' minds. The results of the mentioned reference prices in the different conditions will be given in table 14.

Sales promotion	POS Materials		Total
	Yes	No	
50% off	€1,30 (€0,37)	€1,34 (€0,24)	€1,32 (€0,31)
20% off	€1,43 (€0,28)	€1,41 (€0,43)	€1,42 (€0,36)
Original price €1,79	€1,45 (€0,38)	€1,47 (€0,31)	€1,46 (€0,34)
Total	€1,39 (€0,35)	€1,41 (0,34)	

Table 14. Mean scores and standard deviations on customers' reference price based on total data set

A significant difference was found for the different sales promotions and the original price on the customers' 'reference price' ($F(2, 285) = 4.310, p = .014$). A Post Hoc test (LSD) showed that a significant effect occurred ($p = .044$) between the 50% off condition ($M = €1,32$) and the 20% off condition ($M = €1,42$). Next to this, a significant effect was found ($p = .006$) between the 50% off condition ($M = €1,32$) and the original price condition ($M = €1,46$). No significant effect was found between the 20% off condition and the original price condition. These results show that a deeper promotion significantly influence the 'reference price' to a lower level compared with a shallower promotion or no promotion. Furthermore, no main effect was found for the presence or absence of POS materials and the customers' 'reference price' ($F(1, 285) = .094, p = .759$). Finally, the customers' 'reference price' did not significantly differ when POS materials were added to the sales promotion ($F(2, 285) = .312, p = .732$). Overall, the prices of Danio creamy quark were estimated €0,30 to €0,50 cent lower than the original price mentioned on the shelf talkers. A possible explanation for the low 'reference price' might be the high promo pressure that Danio applies.

4.3.2. Effects on purchase intention

Another important variable, which is not part of the model is 'purchase intention'. 'Purchase intention' is important as the main goal of a business is selling products to customers and improving sales rates every day. The table below shows the effects of sales promotions and POS materials on the 'purchase intention' of customers.

Sales promotion	POS Materials		Total
	Yes	No	
50% off	3,14 (0,81)	3,15 (0,77)	3,15 (0,78)
20% off	2,95 (0,79)	2,88 (0,77)	2,91 (0,77)
Original price €1,79	3,21 (0,76)	3,03 (0,90)	3,12 (0,84)
Total	3,10 (0,79)	3,02 (0,82)	

Table 15. Mean scores and standard deviations on purchase intention based on total data set

No main effect was found for the use of sales promotions or original price on 'purchase intention' ($F(2, 285) = 1.524, p = .220$). Table 12 shows a small difference between the purchase intention for 20% off ($M=2.91$) and for 50% off ($M=3.15$) or the original price ($M=3.12$), where the 20% condition is valued lower on 'purchase intention'. Furthermore, no significant effects were found for the presence or absence of POS materials and the 'purchase intention' ($F(1, 285) = .723, p = .396$). The 'purchase intention' is not improved with the addition of POS materials to sales promotions, which resulted in no significant interaction effect ($F(2, 285) = .739, p = .479$).

4.3.3. Effects on attitude towards the sales promotions

The third variable, 'attitude towards the sales promotions', is analysed for the conditions with sales promotions ($N=189$). The table below shows the effects of the different sales promotions and POS materials on the 'attitude towards the sales promotion'.

Sales promotion	POS Materials		Total
	Yes	No	
50% off	4,05 (0,54)	3,94 (0,49)	3,99 (0,52)
20% off	3,41 (0,62)	3,35 (0,64)	3,38 (0,63)
Total	3,73 (0,67)	3,64 (0,64)	

Table 16. Mean scores and standard deviations on attitude towards the sales promotion based on total data set

A significant difference was found in the different sales promotions ($F(1, 188) = 55.190, p = .000$). The attitude towards the sales promotion was higher when there was a 50% discount applied ($M = 3.99$) in comparison with a 20% discount ($M = 3.38$). This might also be an explanation of the effects on 'purchase intention' described in the previous paragraph. Furthermore, no interaction effect was found for 'attitude towards sales promotion' with the addition of POS materials ($F(1, 188) = .016, p = .901$).

5. DISCUSSION

“To what extent does advertising on the shopping floor influence the (negative) effects of sales promotions on customer brand equity?” In this section, the research question of this study will be answered. This section outlines the major findings and insights of the study and explains their meaning. In paragraph 5.1, the results of this study are discussed together with the limitations and suggestions for future research. Paragraph 5.2 covers the practical implications of this study.

5.1. Discussion of the results

Based on the results of this study, it may be concluded that advertising on the shopping floor does not significantly influence the (negative) effects of sales promotions on customer brand equity. No significant results are found for the effects of sales promotions and POS materials on all the four brand equity dimensions ('perceived quality', 'brand image', 'brand attitude' and 'brand awareness'). This paragraph will start with the discussion of the results regarding sales promotions, followed by a discussion of the results focussing on advertising on the shopping floor (POS materials). The last part presents the discussion of the combined results, the combination of sales promotions and advertising on the shopping floor (POS materials).

5.1.1. Discussion: Sales promotions

The expected negative effects of sales promotions on brand equity are not found in this study. The scores on all three variables are above the cut-off score of 3, which indicates a positive valuation of the variables 'brand image', 'brand attitude' and 'perceived quality'. Despite the fact that the results on the customers' lowered reference price are significant and in line with the findings in literature (Blattberg et al, 1995; Sinha & Smith, 2000; DelVecchio et al, 2007; Yi & Yoo, 2011), the effects of this reduced reference price do not effect the valuation of the brand. The perceived quality of the brand is not significantly lower in the conditions where the monetary promotions were used. This result is not in line with the findings of Yoo et al. (2000) and Buil et al. (2011) as they both found a significant negative effect of sales promotions on perceived quality. Furthermore, brand attitude is not significantly influenced by monetary promotions, which is not in line with the research of Yi and Yoo (2011) which described increased negative brand attitudes under promotion, compared to no promotion. Contrary to the findings of Hunt and Keaveny (1994), Yoo et al. (2000) and Montaner and Pina (2008), no significant negative effects were found on brand image in this study. Summarized, it may be concluded that the findings in the literature and the findings in this study do not correspond with each other. A possible explanation might be that the 'world of sales promotion' has been subject of change during the past years. The number of deals offered in Dutch grocery stores increased explosively. Consequently customers are getting used to being able to buy products with a discount and thus the benefit of saving money frequently (Retail News, 2015; NOS, 2015). The negative effects on brands might be lower than when promotion was new, as nowadays every brand/company is selling their products in sales promotions. This trend is observable in this study by a lower reference price without a negative effect on brand equity. Therefore, the used literature in this study might be too out-dated for this research field. Additionally, the focus in literature was not specifically on the Dutch market, which could also be an explanation of the non-

corresponding findings. Therefore, the advice for future research is to do more research into the effects of sales promotions nowadays and also focussing more on specific countries as this could also cause differences in findings. This information is valuable to find out if sales promotions do not negatively influence brand equity anymore.

Another possible explanation for the fact that no negative effects are found for sales promotions on brand equity may be the lack of awareness of the high promo pressure among participants (see section 3.2.2.). This study incorporated an experimental design in which the participants were exposed to merely one promotion: this could be an explanation that in this study no significant effects were found. Future research should therefore focus more on the awareness of the 'long term' part, as the change on negative effects is the highest in case of prolonged and repeated exposure of monetary promotions (Yi & Yoo, 2011). The method of Yi and Yoo (2011) could be used as a starting point as in their experiment the participants were exposed to test materials for 12 weeks, to see what the effects were over time. With this kind of longitudinal experiments it is important to repeat the measurements in the same way and with the same group of participants. After 12 weeks the results should be compared with each other to find out if the valuations on brand equity dimensions will be more negative in the last week compared to the first week. Furthermore, it is important for future research to have more variety in age among the participants. The average age in this study was low compared to resembling studies ($M=29,58$). Customers in this age are mostly dual earners without children, which make them generally less price conscious than customers with children.

Regarding the different levels of sales promotions (deep, 50% vs. shallower, 20%) no differences in valuation of 'brand image', 'brand attitude' and 'perceived quality' were found in this study. The scores in both conditions were approximately the same for 'brand image', 'brand attitude' and 'perceived quality' which is not in line with the findings of DelVecchio et al. (2007). They found a negative effect of a deeper promotion, compared with a shallower promotion, on the brand perception. However, in this study the valuations on the brand equity dimensions were approximately the same for deeper and shallower promotions. This research showed that the customers' reference price was significantly lower in the 50% off conditions, compared with the 20% off- and original price condition. However, the 'attitude towards the sales promotion' was significantly higher in the 50% off conditions. Therefore, in case of future research, it will be valuable to test the effects of lesser deeper promotions (e.g. 6 times a year 50% off) compared with more shallower promotions (e.g. 12 times a year 20% off), to find out what the effects of these two mechanisms are on the perception of the brand, on the trustworthiness of the sales promotion and on (impulse) purchases/sales.

5.1.2. Discussion: In-store communication

Based on the results of this study, it may be concluded that POS materials do not have a significant effect on the dimensions of brand equity, compared to a shelf without POS materials as the scores on the different variables in the conditions with and without POS materials were almost the same. This is not in line with the brand building process that was expected to occur with the help of in-store communication (Inman et al. 2009; POPAI, 2010; Amechi & Long, 2013). An explanation for this might be that some participants misinterpreted the manipulation for this study. The POS materials used for the stimulus materials were lacking remarkability. Only 80 out of the 237 participants (control group not included) interpreted the manipulation correctly. This could be a reason that the effects of POS materials are lacking in this study. However, an attempt was made to find out if these effects were present when participants really noticed the POS materials by filtering the data set. However, these effects were also not found in the filtered group. It should be noted that the filtered data set was too small to generate reliable results. Future research should focus on increased remarkable POS materials to stand out on the shopping floor and to be conspicuous for the customer. One research method to get information about conspicuousness could be the 'eye tracking' method. This method will give more insights in the several elements that attract and keep the attention of a customer. Furthermore, the manipulation check in the questionnaire could be done right after the presentation of the stimulus material to see if people interpreted the manipulation correctly. If not, a reminder could be showed with a picture, to increase the chance of a good interpretation of the manipulation. However, this extra reminder might influence the realistic effects of the movie.

Another explanation for the rejection of the hypothesis regarding POS materials might be that participants did not experience the presence of POS materials as an extra advertising spend, as the results are not in line with the studies in that field (Yoo et al. (2000); Villarejo-Ramos & Sanchez-Franco, 2005). In these studies positive effects were found on customers' perception of extra advertising spends on perceived quality, brand awareness, brand attitude and brand image. However, in this study no differences were found between the conditions with extra advertising (POS materials) and the conditions without. So it seems like that the general literature about 'advertising spending' cannot be applied to studies on the shopping floor. Therefore, in case of future research, it might be valuable to conduct a qualitative study in a real grocery store previously to the conduction of a questionnaire, to gather more information about what customers see at the shopping floor, what their experiences are and what the effects are on the brands. This is recommended to fill the gap in literature about the conspicuousness and effects of POS materials.

Furthermore, extra research is needed to get information about the effects of POS materials on (impulse) purchases. This study did not show significant effects for POS materials and brand building. However, the valuation of purchase intention, brand awareness and attitude towards the sales promotion showed a small positive trend when POS materials were used. This could be an indication that POS materials might improve (impulse) purchases, with and without sales promotions.

5.1.3. Discussion: Sales promotions and in-store communication

Drawing on the literature, there was an expected relationship between sales promotions and in-store communication (POS materials). POS materials were supposed to improve the valuation of the four dimensions of brand equity ('brand awareness', 'brand image', 'brand attitude' and 'perceived quality') in favour of sales promotions. However, this relationship was not found in this study. Some explanations for this and advice for future research have already been given above for each of the two components (sales promotions and POS materials). This also gives insights in the fact that no relation between the two components has been found and that POS materials do not improve the valuation of the sales promotions in this study. This might be explained by the fact that the link between sales promotions and POS materials was not studied before. From this study it can be concluded that this link between sales promotions and POS materials is not significant. The previous subparagraphs already presented that the findings regarding sales promotions and POS materials did not correspond with the findings in literature. Therefore it is recommended for future research to do more research in both separate fields to find out whether the link is still present and argumentative or that both fields have been changed over recent years.

Another possible explanation might be that this study has been carried out with the use of an existing product. This product already has its own brand history with a high awareness among customers but also a presumable distorted image due to the high promo pressure. The existing associations with Danio might influence the results in this study as customers capture different levels of familiarization with the product. Furthermore, participants could interpret the question about awareness of the product differently. For example, one might consider himself aware of the product based on what he saw in the movie and another does not consider this as being aware of the product. This study already included awareness as a covariate, but to overcome these effects of awareness and misinterpretation, it is recommended for future research to use a virtual- or an unknown brand. When using a virtual- or unknown brand it is important to apply a longitudinal research method to a high promo pressure. Furthermore, the use of a well-familiarized product category (that is used by almost every customer, e.g. toilet paper) would increase the reliability of the outcomes of the study. This study showed that not every respondent eats dairy, which could influence the results of the study.

Furthermore, in this study the choice was made to use a movie instead of images to create a realistic view for the participant. However, the best way of presenting a realistic view is to conduct this research on the shopping floor in a real grocery store. Future research could implement this by manipulating the materials on the shopping floor and wait for customers at the cash deck to check whether they bought the product of the study or not. If so, researchers could ask them to answer a questionnaire on the brand to find out what the effects are of several sales promotions and the presence or absence of POS materials on shopping intentions. Another positive effect of conducting the study in a real grocery store is that customers are not exposed to an experimental condition in which they are primed for the product through a movie. When the research is carried out at the grocery store, they are able to buy the product based on their own shopping decisions. In addition, they will actually have to spend money which makes the shopping experience realistic. When real shops are involved in future studies, it is important to make good arrangements with the grocery store as the discount need to be really given on the products and POS materials need to be present on the shopping floor.

5.2. Practical implications

Based on the results of this study, the fear of marketers for brand erosion by using a lot of sales promotions may be nuanced. This study shows that sales promotions did not have the expected negative effects on the dimensions of brand equity compared to the original price. Furthermore, the sales promotions did not negatively affect the brand equity dimensions ('brand awareness', 'brand attitude', 'brand image' and 'perceived quality'), but the reference price of the product was reviewed significantly lower than the actual price (€1,30 - €1,47 compared to €1,79). This lowered reference price might indicate the effect of the long-term promo situation that Danio is exposed to. Therefore, it is recommended to maintain original prices instead of sales promotions to endure the right reference price of the product over time. However, this is no solution to achieve the revenue targets without sales promotions. This study showed that customers' value a deeper promotion (50%) higher than a shallower promotion (20%). They will save more money with a deeper promotion which makes it more attractive. As sales promotions are necessary to achieve the revenue targets, it is recommended, based on the results of this study, to use lesser but deeper (50%) promotions instead of more shallower promotions (20%). In the weeks without sales promotions brands need extra promotion techniques to increase the attractiveness of the product to encourage customers to buy the product, without threatening their reference price.

In this study POS materials were not the solution to improve the 'reference price' or 'perceived quality', 'brand image' and 'brand attitude'. However, possible implications of POS for marketers are the improvement of 'brand awareness', as by applying POS on the shopping floor, customers are subsequently confronted with the brand. It is important that these POS materials will stand out on the shopping floor to reach the customer and make them aware of the brand. When the POS materials are not noticed, the presumable positive effects will probably not occur. This also happened in this study, where a lot of participants were not aware of the POS materials on the shopping floor. Therefore, it is important that marketers create POS materials that are conspicuous, repeated and communicated clearly.

Besides that POS materials will probably have the potential to increase brand awareness, they might also stimulate (impulse) purchases on the shopping floor. This study showed a small trend that purchase intention is slightly higher in the conditions with POS materials. Therefore, it could be potentially interesting for a company to use POS materials for increasing sales goals. This is in line with what Silveira and Marreiros (2014) stated: *"POS materials might provide an opportunity to activate and influence the impulse and less planned purchases."*

Although POS did not have the expected impact on the customer's shopping journey, the removal of POS is not recommended as it still might have a positive effect on the 'brand awareness' and the 'purchase intention' of customers. This technique is probably especially convenient when a company wants to improve (impulse) sales and become included in the list of alternatives customers would like to buy. Future research is necessary to confirm this recommendation. If this recommendation cannot be confirmed, marketers should think about alternatives to invest their money in. Some alternatives might be digital screens on the shopping floor or online pop-ups on smartphones if customers enter the grocery store. These alternatives also need to be studied for effects before marketers should implement it on the shopping floor.

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APPENDIX

Appendix A – Definitions

Indication of impact, engagement and conversion of in-store materials (POP AI, 2010)

Impact ratio: the ratio between the amount of times that a shopper look at the instore medium and the amount of times that the shopper walks by the medium

Engagement ratio: the ratio between the amount of times that there was an interaction (grab, read, put back) with the product and the amount of times that the shopper observed the medium

Conversion ratio: the ratio between the amount of times that the product has been bought and the amount of times that the shopper observed the medium

Appendix B – Questionnaire

Beste deelnemer,

Met het invullen van deze vragenlijst help je mij bij mijn afstudeeronderzoek voor de master Marketing Communication aan de Universiteit Twente. Het onderzoek gaat over aankopen doen in een supermarkt. De vragenlijst heeft betrekking op een product van één van de grootste zuivelproducenten ter wereld, namelijk Danone. De focus in dit onderzoek ligt op het merk Danio.

Het invullen van deze vragenlijst zal ongeveer 10 à 15 minuten tijd kosten. Er zijn geen foute antwoorden en de antwoorden zullen volledig anoniem verwerkt worden. Je hebt altijd de mogelijkheid te stoppen met de vragenlijst, maar ik hoop natuurlijk dat je hem volledig invult en mij weer een stapje dichterbij het diploma helpt ☺

Met het invullen van deze vragenlijst maak je ook kans op één van de drie Danone-koeltassen gevuld met overheerlijke Danone-producten. Vul hiervoor aan het einde van de vragenlijst je e-mailadres in.



Mocht je verder vragen of opmerkingen hebben over het onderzoek, dan kun je deze aan het einde van de vragenlijst doorgeven.

Alvast ontzettend bedankt voor je medewerking!

Imke Smedema
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Ik stem geheel vrijwillig in met deelname aan dit onderzoek. Ik behoud me daarbij het recht voor om op elk moment, zonder opgave van redenen, deelname aan dit onderzoek te kunnen beëindigen.

- Ik ga akkoord en ga verder naar de vragenlijst

In het eerste deel van de vragenlijst zal een situatie beschreven worden in combinatie met een kort filmpje. Lees deze tekst door en bekijk het filmpje goed.

Scenario + film

Stel je voor: Vanavond krijg je vrienden te eten bij jou thuis. Het grootste deel van de boodschappen heb je al in huis, maar er zijn toch nog twee dingen waarvoor je langs de supermarkt moet gaan. Op je lijstje staat nog: komkommer en een toetje. Je stapt op de fiets en rijdt naar de dichtstbijzijnde supermarkt om deze laatste producten te kopen.

Klik op onderstaand filmpje

BELANGRIJK: Zorg ervoor dat de play button in het midden van het filmpje ook in het midden van je scherm staat zodat je het filmpje volledig op je scherm kan zien.



Ik heb de film bekeken

- Ja
- Nee

Filmpjes verschillende condities

Conditie 1	https://youtu.be/M0UwLqROWmw	Conditie 4	https://youtu.be/bE8ORzXLC-Y
Conditie 2	https://youtu.be/SFf-UI-5Tjs	Conditie 5	https://youtu.be/RqakFBdEWWU
Conditie 3	https://youtu.be/MN-BuqW--K4	Conditie 6	https://youtu.be/m_vU2pjB2JU

Conditie 1

Voor vanavond kies je de romige kwark van Danio omdat deze in de aanbieding is met 50% korting. Van €1,79 voor €0,90 per pot. Je rekent af en gaat naar huis om het eten verder voor te bereiden.

Klik op ">>" om de vragen voor dit onderzoek te beantwoorden.



Conditie 2

Voor vanavond kies je de romige kwark van Danio omdat deze in de aanbieding is met 20% korting. Van €1,79 voor €1,43 per pot. Je rekent af en gaat naar huis om het eten verder voor te bereiden.

Klik op ">>" om de vragen voor dit onderzoek te beantwoorden.



Conditie 3

Voor vanavond kies je de romige kwark van Danio van €1,79. Je rekent af en gaat naar huis om het eten verder voor te bereiden.

Klik op ">>" om de vragen voor dit onderzoek te beantwoorden.



Conditie 4

Voor vanavond kies je de romige kwark van Danio omdat deze in de aanbieding is met 50% korting. Van €1,79 voor €0,90 per pot. Je rekent af en gaat naar huis om het eten verder voor te bereiden.

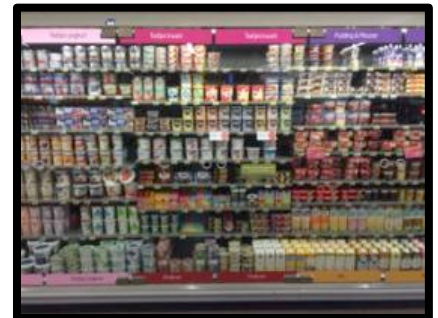
Klik op ">" om de vragen voor dit onderzoek te beantwoorden.



Conditie 5

Voor vanavond kies je de romige kwark van Danio omdat deze in de aanbieding is met 20% korting. Van €1,79 voor €1,43 per pot. Je rekent af en gaat naar huis om het eten verder voor te bereiden.

Klik op ">" om de vragen voor dit onderzoek te beantwoorden.



Conditie 6

Voor vanavond kies je de romige kwark van Danio van €1,79. Je rekent af en gaat naar huis om het eten verder voor te bereiden.

Klik op ">" om de vragen voor dit onderzoek te beantwoorden.



Stellingen attitude t.o.v. aanbieding (*Conditie 1 – 2 – 4 – 5*)

De volgende stellingen gaan over de aanbieding die je zojuist in het filmpje hebt gezien.

Geef aan in hoeverre je het eens bent met deze stellingen. Er zijn 5 antwoordmogelijkheden; zeer mee oneens - mee oneens - noch mee eens, noch mee oneens - mee eens - zeer mee eens. Per stelling kun je één antwoord selecteren.

	Zeer mee oneens	Mee oneens	Noch mee eens, noch mee oneens	Mee eens	Zeer mee eens
Met deze aanbieding kan ik echt geld besparen					
Met deze aanbieding heb ik het gevoel dat ik te maken heb met een goede deal					
Met deze aanbieding heb ik echt het idee dat ik minder uitgeef					
Ik houd van dit soort type aanbiedingen					
Ik wou dat er meer aanbiedingen waren zoals deze					
Met dit soort aanbiedingen ben ik geneigd het product te kopen					

Stellingen Perceived Quality, Brand Awareness, Brand Image

De volgende stellingen gaan over het merk Danio. Geef aan, op basis van het filmpje wat je net hebt gezien, in hoeverre je het eens bent met de volgende stellingen. Er zijn 5 antwoordmogelijkheden; zeer mee oneens - mee oneens - noch mee eens, noch mee oneens - mee eens - zeer mee eens. Per stelling kun je één antwoord selecteren.

	Ze er mee oneens	Mee oneens	Noch mee eens, noch mee oneens	Mee eens	Ze er mee eens
Danio is van hoge kwaliteit					
Danio biedt producten van constante kwaliteit					
Danio biedt zeer betrouwbare producten					
Danio lijkt van zeer lage kwaliteit te zijn					
Danio is een kwaliteitsleider op het gebied van toetjes					
Ik weet hoe Danio eruitziet					
Ik kan Danio herkennen tussen andere concurrerende toetjes merken					
Ik ben me bewust van het merk Danio					
Ik ken het merk Danio					
Als ik aan toetjes denk is Danio één van de merken die in me opkomt					
Sommige karakteristieken van Danio komen snel in mij op					
Het logo van Danio kan ik snel voor de geest halen					
Danio heeft een sterke persoonlijkheid					
Danio heeft een sterk imago					
Danio heeft een goede prijs-kwaliteit verhouding					

Stellingen Brand Attitude

Het merk Danio is ...

Onplezierig						Plezierig
Niet onderscheidend						Onderscheidend
Negatief						Positief
Niet leuk						Leuk
Lage kwaliteit						Hoge kwaliteit
Onbetrouwbaar						Betrouwbaar
Onaantrekkelijk						Aantrekkelijk
Slecht						Goed
Afschuwelijk						Mooi
Onaangenaam						Aangenaam
Saai						Opwindend
Zwak						Sterk
Niet sociaal						Sociaal
Goedkoop						Duur

Stellingen Deal Proneness

De volgende stellingen gaan over jouw koopgedrag.

	Zeer mee oneens	Mee oneens	Noch mee eens, noch mee oneens	Mee eens	Zeer mee eens
Ik vind het leuk om merken in de aanbieding te kopen					
Vergeleken met andere mensen sta ik positief tegenover aanbiedingen					
Als ik een merk in de aanbieding koop, heb ik het idee dat ik een goede deal te pakken heb					
Ik heb wel een voorkeur voor bepaalde merken maar meestal koop ik het merk dat in de aanbieding is					
Ik doe mijn boodschappen in meerdere supermarkten om het voordeel te hebben van de merken die in de aanbieding zijn					
Het geld dat bespaard wordt door het vinden van aanbiedingen is meestal niet de tijd en moeite waard					

Vragen Consumptiegedrag

De volgende vragen gaan in op jouw consumptiegedrag van zuivelproducten.

1. Welke van de volgende zuivelproducten heb je in de laatste 6 maanden zelf geconsumeerd?
 - ☐ Yoghurt met een smaakje (met fruit of andere toevoegingen zoals bv. vanille of chocolade)
 - ☐ Kwark met een smaakje (met fruit of andere toevoegingen zoals bv. vanille of chocolade)
 - ☐ Griekse yoghurt of yoghurt op Griekse wijze met een smaakje (met fruit of andere toepassingen zoals bv. vanille of chocolade)
 - ☐ Pudding-dessert van bijvoorbeeld vanille, aardbei of chocolade
 - ☐ Dessert zoals vla, chocolade mousse, rijstpap, tiramisu, panna cotta, ...
 - ☐ Alternatieven voor yoghurt, kwark, desserts etc. gemaakt van rijst, soja, amandel, haver ...
 - ☐ Geen van bovenstaande

2. Hoe vaak eet je een toetje?
 - ☐ Iedere dag
 - ☐ Eens in de drie dagen
 - ☐ Eens in de week
 - ☐ Ik eet (bijna) nooit een toetje

3. Welk(e) toetjes-merk(en) ken je?
 - ☐ Almhof
 - ☐ Optimel
 - ☐ Campina
 - ☐ Danio
 - ☐ Mona
 - ☐ Melkunie
 - ☐ Alpro
 - ☐ Huismerk (bv. Albert Heijn, Jumbo, Melkan etc.)
 - ☐ Anders, namelijk

4. Welk(e) toetjes-merk(en) heb je het afgelopen jaar gekocht/geconsumeerd?
 - ☐ Almhof
 - ☐ Optimel
 - ☐ Campina
 - ☐ Danio
 - ☐ Mona
 - ☐ Melkunie
 - ☐ Alpro
 - ☐ Huismerk (bv. Albert Heijn, Jumbo, Melkan etc.)
 - ☐ Anders, namelijk

Vragen referentie prijs & aankoopintentie

Onderstaande vragen gaan in op de prijs van een product van het merk Danio en jouw aankoopintentie van het merk Danio.

1. Wat zou je voor het product uit het filmpje, Danio Romige Kwark Stracciatella (450 gram), betalen als hij niet in de aanbieding is? Schuif het balkje naar de prijs die jij voor een product van Danio zou willen betalen.

	€0,00	€0,50	€1,00	€1,50	€2,00	€2,50	€3,00
Prijs in euro's							

Onderstaande stellingen gaan over jouw aankoopintentie van Danio. Geef aan in hoeverre je het eens of oneens bent met de volgende 4 stellingen.

	Zeer mee oneens	Mee oneens	Noch mee eens, noch mee oneens	Mee eens	Zeer mee eens
Het is zeer waarschijnlijk dat ik een product van Danio zal gaan kopen					
Ik zal Danio kopen wanneer ik de volgende keer een toetje nodig heb					
Ik wil Danio zeker proberen					
Als een vriend/vriendin mij vanavond zou vragen om advies voor een lekker toetje, dan zou ik Danio aanraden					

Stellingen perceptie van aantal aanbiedingen van het merk Danio

Je bent bijna bij het einde van de vragenlijst! Deze laatste stellingen gaan over de aanbiedingen van Danio.

	Zeer mee oneens	Mee oneens	Noch mee eens, noch mee oneens	Mee eens	Zeer mee eens
Danio is niet vaak in de aanbieding					
Danio is vaker in de aanbieding dan redelijk lijkt					
Danio is vaak in de aanbieding in vergelijking met concurrerende toetjes merken					
Het verbaast me als Danio in de aanbieding is					

Danio is té vaak in de aanbieding

Vragen achtergrond informatie

1. Wat is je leeftijd?

.....

2. Wat is je geslacht?

- ☐ Vrouw
- ☐ Man

3. Wat is je hoogst genoten opleiding? (deze opleiding hoeft nog niet afgerond te zijn)

- ☐ Lagere school
- ☐ VMBO
- ☐ HAVO
- ☐ VWO
- ☐ MBO
- ☐ HBO
- ☐ WO
- ☐ Anders namelijk

4. Hoe vaak doe je boodschappen?

- ☐ Iedere dag
- ☐ 2 à 3 keer per week
- ☐ 4 à 5 keer per week
- ☐ Eens per week
- ☐ Ik doe bijna nooit zelf boodschappen

5. Is je in het filmpje aan het begin iets opgevallen in en om het schap? Vink aan wat je denkt te hebben gezien.

- ☐ Vloersticker met een Danio pot
- ☐ Schapkaart met daarop het Danio logo
- ☐ Schapkaart zonder het Danio logo
- ☐ Danio logo's aan de zijkanten op het schap
- ☐ Anders, namelijk
- ☐ Er is mij niks opgevallen in het filmpje

Einde van de vragenlijst

Dit is het einde van de vragenlijst. Nogmaals hartelijk dank voor je deelname. Mocht je kans willen maken op één van de drie Danone koeltassen vol met heerlijke Danone producten, vul dan hieronder je e-mail adres in.

.....

Mocht je een vraag hebben over het onderzoek, stel deze dan hieronder en vul hierbij ook je e-mail adres in zodat ik contact met je kan opnemen.

.....