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The effectiveness of non-monetary promotions in generating purchase intent

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Dissertation written under the supervision of Prof. Daniel Fernandes,
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ABSTRACT

Title: *The effect of non-monetary promotions in generating purchase intent*

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As promotions are a crucial part of any marketing strategy, the right implementation can give just the boost to differentiate the brand from its competitors. However, nowadays, price is not always king, and marketers should look at other promotional tools to increase performance. When looking at non-monetary promotions, gifts (or premium promotions) have been the most employed by brands. However, Cause-Related promotions are becoming more critical as consumers tend to be more conscious of social causes. It is essential to test the effectiveness of different types of promotions on consumers' purchase intent. Simultaneously, as private labels report a growth in market share, it would be crucial to see if results are sustained when consumers come across private and national brands. For this purpose, breakfast cereals were the chosen food packaged product category to be tested. Six stimuli were constructed to be inquired about purchase intent among consumers through an online questionnaire. Findings suggest that CRM promotions are more capable of generating purchase intention than a gift and a no promotion condition, independently of the type of brand. Moreover, consumers' pro-social behavior tends to influence their purchase intention for CRM promotions, as long as consumers donate their time to their pro-social activity. In conclusion, the promotions world is changing, as so are consumers' perspectives.

SUMÁRIO

Título: *O impacto de promoções não-monetárias na intenção de compra*

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Sendo que as promoções representam uma parte crucial de qualquer estratégia de marketing, a implementação certa pode dar o mais pequeno impulso para diferenciar a marca dos seus concorrentes. No entanto, hoje em dia, o preço nem sempre é “rei” e as marcas têm de procurar outras estratégias promocionais de forma a aumentar o seu desempenho. Quando analisamos os diferentes tipos de promoções não monetárias, as ofertas de produto são o género mais implementado pelas marcas. No entanto, as promoções relacionadas a causas sociais tornam-se cada vez mais importantes, pois os consumidores tendem a ser mais conscientes, e é essencial testar a eficácia dos diferentes tipos de promoções na sua intenção de compra. Simultaneamente, como as marcas próprias reportam um crescimento da quota de mercado, seria fundamental verificar se os resultados se confirmam quando os consumidores são confrontados com marcas próprias e nacionais. Para este efeito, os cereais foram a categoria de produto alimentar escolhida para ser testada. Seis estímulos foram construídos para serem investigados sobre a sua intenção de compra entre os consumidores, através de um questionário online. Os resultados sugerem que as promoções de Cause-Related Marketing são capazes de gerar mais intenção de compra, independentemente do tipo de marca. Além disso, o comportamento pró-social dos consumidores tende a influenciar a intenção de compra para promoções de CRM, desde que os consumidores deem, de facto, tempo para a atividade pró-social. Concluindo, o mundo das promoções está numa constante mudança, tal como as perspetivas dos consumidores.

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GLOSSARY

PI – Purchase Intention

WTP – Willingness to Pay

SP – Sales Promotions

NM – Non-Monetary

CRM – Cause-Related Marketing

GP – Gift Promotion

NP – No Promotion

PL – Private Label

NB – National Brand

RQ – Research Question

H – Hypothesis

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND AND PROBLEM STATEMENT

Many worldwide developments and events have been and keep on monumentally impacting the world, changing people's way of living, reasoning, and consequently, consumption behaviors. On the one hand, the way consumers make decisions has suffered dramatic changes and keep on posing new challenges for retailers every day. On the other hand, promotions can play a crucial role for retailers by increasing sales for the most fast-moving consumer goods (FMCG) and presenting as a tool to fight these changes.

However, non-monetary promotions have often been sided compared to monetary ones, and truth is that cash is not always king (C.-T. Chang et al., 2018). Among the first, gift promotions have proven to be the most efficient for brands (Montaner et al., 2011), yet CRM promotions have various positive effects that can change consumer attitudes and behavior, improve brand image and generate higher purchase intentions (C.-T. Chang et al., 2018; Thomas et al., 2020). Moreover, past research has shown that consumers perceive companies that engage in socially responsible activities as warmer and more trustworthy (Aaker et al., 2010) and often grow more loyal customers.

Meanwhile, the retail industry has been experiencing great changes in the last decades, and the growth of private labels have represented a strong differentiation point for brands (Ailawadi & Keller, 2004). Few researches have been done regarding the effectiveness of non-monetary sales promotions. Nevertheless, it is crucial to test not only promotions individually but also the relationship between brand types for future strategic moves.

Thus, the main goal of this research is to study the impact of different types of non-monetary promotions on purchase intention. The choice of Cause-Related Marketing and Gift promotions will differentiate the different pay-offs derived from these promotions - "other" vs. "self" pay-off, respectively. To complement the research, it also aims to explore this influence regarding private and national brands, to understand if the type of brand changes the overall conclusion. As a powerful tool, promotions can be seen as a leverage and differentiation tool.

Overall, the **problem statement** can be defined as the following:

What is the most effective non-monetary promotion in driving purchase intent?

To answer to the problem statement, the following **research questions** will be studied:

RQ1: Which type of Sales Promotion has the most significant impact on Purchase Intention?

RQ2: Which combination of Sales Promotions and Brand is more effective?

RQ3: Does Willingness to Pay mediates the relationship between sales promotions and purchase intention?

1.2 RELEVANCE

As markets evolve, brands need these days to differentiate themselves from competitors. Many prior studies have mainly focused on the impact of price sales promotions on purchase intent and have failed to capture interest in the non-monetary ones (Yi & Yoo, 2011). Nowadays, brands should not only focus on price changes, and current literature presents a gap concerning other promotional tools. Cause-Related Marketing promotions and gift promotions are two powerful tools, and marketers must consider the purpose of promotions carefully (Yi & Yoo, 2011) since both have specific benefits for consumers. To disclose which type of promotion is the most effective can enlighten managers to change their perspective regarding promotions' employment. Not only, but this dissertation aims to extend its results to brand type, to conclude if results are extended to national and private label brands. Consequently, this dissertation is expected to join two distinct research fields - non-monetary sales promotions and branding type - that have not been previously linked and thereby contribute to the increase of existing knowledge.

In brief, this study aims to shed new light on generating sales through non-monetary promotions.

1.3 RESEARCH METHODS

To answer the proposed research questions, only primary data will be collected throughout this study. Firstly, actual data is gathered through several academic journals to acquire background knowledge already accepted in the field. This step is fundamental to define the dissertation's research questions. The second stage is characterized by a pre-online survey that will identify the product category used afterward in the main questionnaire distributed only across Portuguese consumers. Afterward, the data will be analyzed through SPSS.

1.4 DISSERTATION OUTLINE

The first section of this dissertation consisted on an introduction of the topic studied, as well as its relevance to the academic and managerial world, problem statement and research questions. In the next section, the literature review is presented with an overview of the main concepts applied such as non-monetary promotions, including CRM and gift promotions, Willingness to Pay, type of branding (private and national brands), and purchase intention. It also presents the

hypothesis generated. Afterwards, the methodology is addressed including the research approach, data collection, and pre-survey results will also be presented. The fourth section presents the main survey's results and the analysis of the latter. Finally, the fifth chapter is dedicated to the research's main conclusions and limitations, along with proposals for further research.

CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

The present chapter consists of a theoretical framework of the concepts under research. It aims to collect, summarize, and compare existing knowledge to guide this research. It will cover purchase intention concepts, followed by sales promotions, specifically non-monetary ones and the chosen types. Later on, it will present an overview of PLs and NBs and, finally, another section regarding willingness to pay.

2.1 PURCHASE INTENTION

Purchase intentions continue to have great importance in the marketing field. (Morrison, 1979) Moreover, it has been widely used in the literature as a predictor of subsequent purchases. (Grewal, Krishnan, Baker, & Borin, 1998). While Morrison (1979) describes it as the probability of one purchasing a determined product, Spears and Singh (2004) defined it as “an individual’s conscious plan to make an effort to purchase a brand” and Chang and Wildt (1994) as an indicator of actual purchase. Nevertheless, marketing managers often make use of purchase intentions data when making strategic decisions regarding products. (Morwitz, Steckel, & Gupta, 2007).

Consumer purchase intentions are influenced by practical cost considerations – such as the price of the product – and the practical benefits that can come from them, such as the achievement of social goals like self-presentation and conformance to social norms (Baker, Donthu, & Kumar, 2016).

For this research, purchase intention will be considered a significant predictor of consumers’ purchase behavior.

2.2 SALES PROMOTIONS

Companies have been investing a big part of their budget on sales promotions expenditures (Alvarez Alvarez, B., & Vázquez Casielles, 2005) to the point of surpassing what they spend on advertising (Robert C. Blattberg, 1995; Yi & Yoo, 2011). As consumer promotions are a significant part of the marketing effort for nondurables (Neslin et al., 1985) and its proper implementation may increase companies’ sales (Alvarez Alvarez, B., & Vázquez Casielles, 2005), it is essential to understand the importance of its use.

According to Raju (1995), sales promotions are “temporary incentives offered by marketers to consumers or intermediaries”. Alvarez and Casielles (2005) defined it as “a set of stimuli that are offered sporadically, and it reinforces publicity actions to promote the purchasing of a

certain product”. Whatever the definition to follow, sales promotions can be divided into two distinct categories: monetary and non-monetary promotions (Buil, Chernatony, & Martínez, 2013; Chandon, P., Wansink, B. & Laurent, 2000). Monetary promotions include not only price reductions, but as well coupons and rebates; As for non-monetary promotions examples it can be free gifts and premiums, BOGOF (buy one get one free), sweepstakes, contests, and bonus pack (P Chandon et al., 2000; Yi & Yoo, 2011).

Both types of sales promotions can influence consumers’ purchasing behavior (Jean & Yazdanifard, 2015). No matter the type of promotion implemented by a retailer, it will speed up purchases, “whether by increasing purchased quantities or by accelerating the timing of the purchases” Neslin, Henderson, & Quelch (1985). However, monetary and non-monetary promotions may have different effects on sales (Srinivasan & Anderson, 1998).

For the purpose of this dissertation, only non-monetary promotions will be accounted for. We are particularly interested in understanding how different types of non-monetary promotions can influence a consumer’s purchase intention.

2.3 NON-MONETARY PROMOTIONS

Despite monetary promotions being the most common form of sales promotions employed by firms (Sinha & Smith, 2000), frequent price discounts can negatively impact consumers’ perception of a brand, so non-monetary alternatives are being deployed more widely (Montaner et al., 2011). Also, few researchers have suggested that consumers may react better to non-monetary promotions due to their tendency to perceive them as gains since the incentive is not aggregated to the price of the product (Pierre Chandon, 1995). Thus, consumers are more likely to value more non-monetary promotions over monetary ones (Sinha & Smith, 2000; Yi & Yoo, 2011).

Chandon, Wansink, and Laurent (2000) proposed that sales promotions should be more effective if there is a congruence between the benefits the promoted product provides and the benefits the promotion generates. Results showed that non-monetary promotions often provide more hedonic benefits (such as value-expression, entertainment, and exploration) than utilitarian ones. Therefore, the use of non-monetary promotions will be, in general, more effective for hedonic products. However, this conclusion is not unanimous. Some authors argue that gift promotions can also be useful with utilitarian products because they provide consumers with the hedonic benefits that the product itself does not generate (Buil, Chernatony, & Montaner, 2013).

Regarding the effect of sales promotions on purchase intention, Buil, Chernatony, and Montaner (2013) concluded that non-monetary promotions positively influence brand associations and brand equity, thus leading to a higher and positive impact on consumers' purchase intentions.

Premiums (or gift promotions) are the most frequently used type for non-monetary promotions (Nunes & Park, 2003) and its use is becoming more important in the promotional strategy as they often serve as an alternative to price discounts. Thus, managers should better understand the right action to pursue when promoting a product (Palazon & Delgado-Ballester, 2009).

Moreover, promotions can have different beneficiaries for its pay-offs, such as the consumer or another entity, such as a social cause. With that said, the focus of this research will be between the two different pay-offs that non-monetary promotions can provide. In order to conduct a successful study, gift promotions will be used as a representation of "self" pay-off and Cause-Related Marketing (CRM) will represent the "other" pay-off (Arora & Henderson, 2007). The main purpose of this is to conclude which one has a bigger impact on purchase intention.

2.3.1 Gift Promotions

A premium, unlike monetary promotions, "is a product or a service offered free or at a relatively low price in return for the purchase of one or many products or services." (D'Astous & Jacob, 2002) and it refers to a free gift rather than a free product (Palazon & Delgado-Ballester, 2009). In this sense, the term premium or gift promotion can be considered equal (D'Astous & Landreville, 2003), and its use is becoming increasingly important, as previously stated. As mentioned before, gifts can be perceived as a direct reward to the consumer for its purchase, a "self" pay-off (Arora & Henderson, 2007).

Gift promotions are mostly chosen for mature products rather than for entry-level ones (Lowe & Barnes, 2012), so for the purpose of study effectiveness, the products considered will be products well established in the market. Regarding perceived fit, gift promotions are most capable of generating purchase intention when there is a strong fit between gift and product (Montaner et al., 2011). Still, as Chandon et.al (2000) proposed that should be a congruence between the benefits that the product provides and the benefits generated by the promotion, it is recommended that products and premium share the same hedonic or utilitarian nature (Montaner et al., 2011).

Despite Chandon, Wansink, and Laurent (2000) concluding that non-monetary promotions are more effective in generation purchasing intention with hedonic promoted goods, Montaner et al. (2011) came to an end that the utilitarian or hedonist character of the promoted product is not a relevant issue in gift promotions, since this does not significantly influences consumer response.

Although gift promotions can potentially harm the brand if consumers perceive that they add little or no value (Simonson, Carmon, & O'Curry 1994), premium promotions are still, overall, very effective in terms of generating purchase intentions (Montaner et al., 2011).

2.3.2 Cause-Related Marketing (CRM) Promotions

As Varadarajan and Menon (1988) defined it, “cause-related marketing is the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives.”. It is seen as an example of Corporate Social Responsibility practice of a company. The use of corporate social responsibility (CSR) initiatives to influence consumers and differentiate product offerings has become quite common (Becker-Olsen et al., 2006).

Moreover, it has emerged over the years as a new form of profit-motivated practice (Varadarajan & Menon, 1988) and it has been used as a type of horizontal cooperation in sales promotions. Perceived cause-brand fit is an important measure for campaign effectiveness (Pracejus & Olsen, 2004; Strahilevitz & Myers, 1998) as low-fit initiatives can negatively impact consumer’s attitudes and intentions no matter the firm’s motivation and high-fit initiatives that are profit-motivated can have the same negative impact (Becker-Olsen et al., 2006). Brand credibility can be useful to measure effectiveness as well. In the context of a CRM campaign, it could be defined as the brand’s trustworthiness level and the extent to which a consumer perceives that the brand expresses sincerity and goodwill.

Strahilevitz and Myers (1998) found that this type of non-monetary promotions is often more effective when for a hedonic good than for a utilitarian one. Consumers tend to have a higher sense of guilt when purchasing a hedonic good, thus increasing their likelihood of contributing to a charitable cause. Adversely, Melero and Montaner (2016) concluded that CRM linked to utilitarian (vs. hedonic) products lead to higher purchase intention. This may be as CRM campaigns tend to generate emotional arousal affective benefits and the addition of these benefits to the expected functional ones of the utilitarian products may enhance the product’s

overall perceived value, hence increasing purchase intentions. It can also be added that the consumption of utilitarian products is typically rational and it can make consumers more aware of the need to contribute to the causes, thereby increasing their purchase intentions.

Nonetheless, brands participating in linking sales promotion programs and charitable organizations (CRM activities) have experienced gains in sales (Varadarajan, 1986). So it has evolved into a phase where it is viewed as a strategic activity used by companies to boost their sales (Müller, Fries, & Gedenk, 2014).

Regarding the choice consumers often face between cause-related marketing and gift promotions, most subjects tend to choose the “other” over the “self” pay-off (Arora & Henderson, 2007), so CRM promotions are expected to generate higher purchase intention when compared to gift promotions.

In line with the above literature, the following hypotheses are proposed:

H1: CRM promotions have a higher impact than Gift promotions.

H1.1: CRM promotions have a higher impact on purchase intention than Gift promotions.

H1.2: Consumers will be more willing to pay for Cause-Related Marketing promotions than for gift promotions.

2.4 BRAND TYPE: PRIVATE LABELS VS NATIONAL BRANDS

For some time now, the competition between “national brand” and “private label” food products has been one of the main concerns for brands’ marketing managers (Cotterill & Putsis, 2000). As a brief definition of the variables, private labels (also known as private brands) are brands developed, owned, and managed by retailers. Contrary, national brands are brands produced by the manufacturers (Bao et al., 2011).

Majority of researches have focused on price changes between brands (Blattberg & Wisniewski, 1989), but there is a gap in literature regarding these non-monetary promotions. Regarding price changes, studies show that promotions on national brands are likely to have customers switching from private label to the promoted brands as that “when higher-price, higher-quality brands price deal, they steal unit sales away from other brands in their price tier and from brands in the tier below, as the moderate and private label brands” (Blattberg & Wisniewski, 1989).

Furthermore, Rossi, Borges, and Bakpayev (2015) demonstrated that even when retailers offer premium private labels (i.e., high-quality products) to compete with national brands, consumers still perceive national brands more positively. Furthermore, while consumers acknowledge that private labels are as good as national brands (Deloitte, 2014), they still use brands as a cue defining their purchase intentions (Rossi et al., 2015). Consequently, our findings suggest that the consumer purchase intention regarding private label brands of food products does not differ depending on the consumer trust level (Porral, 2016).

In 2017, according to *Barómetro de Vendas da Associação Portuguesa de Empresas de Distribuição* (Journal i, 2017), private labels accounted for 34% of the market share in Portugal and as the market share for private labels continues to grow, they keep posing as a challenge to the national brands (Steenkamp et al., 2010). Regarding purchase intention, studies suggested that for private label brands of food products, consumers' trust does not influence the consumer purchase intention. National brands' power is still quite intense (Wulf et al., 2005); thus, predicting that national brands remain to generate more purchase intention than private labels.

Given all, both types of brands should build stronger ties with consumers and build differentiation for themselves other than price-wise (Rossi et al., 2015).

In line with the above literature, the following hypotheses are proposed:

H2: National Brands have a higher impact than Private Labels.

H2.1: National Brands have a higher impact on purchase intention than Private Labels.

H2.2: Consumers will be more willing to pay for national brands than for gift promotions.

H3: Within the private label stimulus groups, CRM promotion has the biggest impact.

H3.1: Within the private label stimulus groups, CRM promotions have the biggest impact on purchase intention out of the three.

H3.2: Within the private label stimulus groups, CRM promotions have the biggest impact on WTP out of the three.

H4: Within the national brand stimulus groups, CRM promotions have the biggest impact out of the three.

H4.1: Within the national brand stimulus groups, CRM promotions have the biggest impact out of the three.

H4.2: Within the national brand stimulus groups, CRM promotions have the biggest impact out of the three.

Given the expected results from H1 and H2, H5 was created:

H5: Consumers will have a higher willingness to pay for a private label product with CRM promotion than a national brand product with no promotion.

2.5 WILLINGNESS TO PAY

Willingness to pay is a commonly used concept worldwide. The definition commonly accepted among scholars is of “the maximum amount of money a customer is willing to pay for a product or service” (Krishna, 1991). For the brand manager, willingness to pay appears to be a fundamental construct as if consumers are willing to pay more for a brand, the manager could get a higher price for it and make larger profits (Krishna, 1991). This concept started appearing in the Economics literature already over 100 years ago (Davenport, 1902). It has grown to be greatly adopted in Marketing Literature to evaluate consumer responses to prices. Economically, it is often misplaced for WTA which is the minimum amount a consumer will be willing to accept to forgo it. (Hanemann, 1991).

WTP for different products is also estimated by observing purchasing behavior and so, itself as a predictor of purchasing behavior. As a disadvantage, it can be often difficult to state a WTP for an unfamiliar product and it also tends to be sometimes overstated because of prestige effects (Braidert et al., 2006).

Regarding consumers’ willingness to pay for CRM promotions there are some existing literature stating that a higher donation amount does not always lead to higher WTP (Krishna, 1991). Moreover, in the case of small donations, no significant difference in charity incentive effectiveness is observed between different product types (Strahilevitz, 1999).

In line with the above literature, the following hypothesis is proposed:

H6: WTP mediates the relationship between Sales Promotions and Purchase Intention.

2.5 CONCEPTUAL FRAMEWORK

The following conceptual model summarily structures the relationships between the research variables.

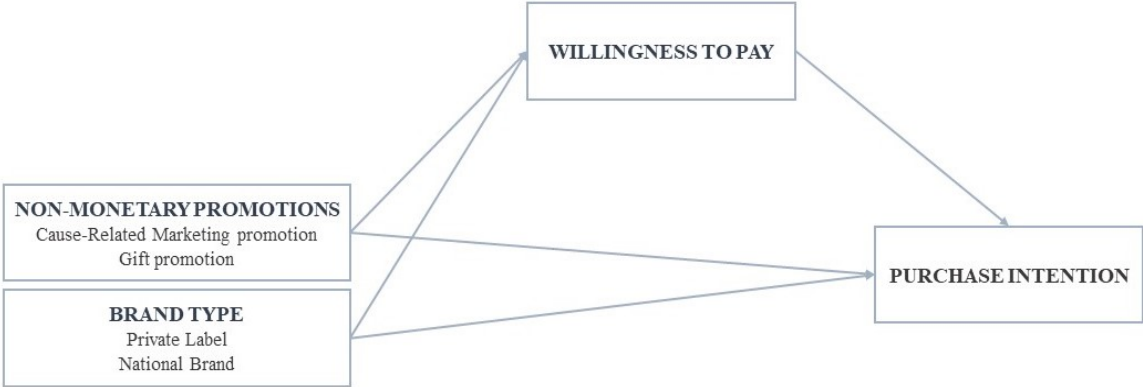


Figure 1 - Conceptual Framework

CHAPTER 3: METHODOLOGY

This chapter aims to present the methodology used to answer the research questions previously generated. Primary data was collected. First, the research approach is discussed, followed by a summary of the primary data. Finally, a detailed description of the primary data is exposed.

3.1 RESEARCH APPROACH

As this dissertation's main objective is to explore the impact of sales promotions on both consumers' willingness to pay and purchase intention, it is crucial to collect detailed information about variables and understand the existence of a relationship between them. To achieve this goal, an exploratory research method was employed, which gave the opportunity to gather valuable insights about theories previously studied.

Primary data was then collected. This dissertation had a mixed approach regarding research approaches, as both qualitative and quantitative research were used. Firstly, qualitative research was implemented in the form of an online pretest survey to identify the adequate food product category to be used in the present study. Afterward, an explanatory research method was employed as the objective was to discover and explain casual relationships between the variables (Saunders et al., 2009). This was accomplished through quantitative data in the form of an online questionnaire which was distributed and answers then collected.

3.2 PRIMARY DATA

Primary data was then collected in order to answer the proposed research questions correctly. It included both qualitative and quantitative research. The first insights collected were through a pre-study to identify the product category; Quantitative data was collected through an online survey, which represented the main study for this dissertation.

3.2.1 Pre-Study – Product Category identification

Given the lack of agreement between authors regarding the type of product benefit that works the best with sales promotions, the food industry was chosen as most products inside the category can be perceived as both hedonic or utilitarian, depending on the type of consumer.

As times showed to be difficult to perform a focus group, a one-question online survey was created and distributed, asking respondents to nominate the food category most associated with non-monetary promotions. A brief introduction to the concept of non-monetary promotions was displayed and 62 respondents answered the drop-down question. The drop-down list included

ten examples of food packaged goods that were selected through Nielsen’s Yearbook from 2015. Table 1 presents the frequencies for each displayed option.

FOOD PACKAGED GOODS	FREQUENCY
BISCUITS	1
BREAKFAST CEREALS	22
BUTTER	-
CHOCOLATE	1
COFFEE	15
FLOUR	-
MILK	19
OLIVE OIL	3
RICE	1
WATER	-

Table 1 - Pre-Test Frequencies

The chosen product for this research was breakfast cereals.

3.2.2 Brands’ Choice

Kellogg’s Special k and *Continente Equilibrio* were chosen as representatives of the national and private brands. *Kellogg’s* is the market leader of breakfast cereals (Statista Research Department, 2015) and consumers’ second favorite brand in Portugal according to Nielsen’s yearbook from 2015. *Continente* (SONAE MC) is entitled as the Leading Food Retailer in Portugal (Global Data, 2017). By presenting well-known brands, consumers are more likely to sincerely engage in the questionnaire and have a better notion of the product and its brand. These key insights were collected through exploratory research methods.

3.2.3 Stimuli Creation

After choosing the product category and respective brands, the six stimuli were created and tested for clearness through 5 online interviews. This pretest was done to ensure that consumers would correctly distinguish between brands and offers. The stimuli were modified since interviewees claimed that respective promotional offers compromised the visibility of the product. Consequently, offers were proposed to the package side.

Below are the determined stimuli that were used in the main online survey.



Figure 2 – Private Label, No Promotion



Figure 3 – National Brand, No Promotion

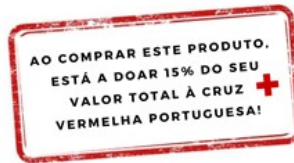


Figure 4 – Private Label, CRM Promotion

Figure 5 – National Brand, CRM Promotion

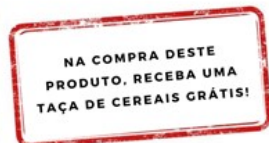


Figure 6 – Private Label, Gift Promotion



Figure 7 – National Brand, Gift Promotion

3.2.4 Main Survey

3.2.4.1 Research Design

The main survey (Appendix 1) was a three (non-monetary promotion type: no promotion, CRM promotion, gift promotion) by two (the type of branding: national brand, private label) mixed-model design experiment, tested it in one product category - breakfast cereals - using the brands *Kellogg's Special K* and *Continente Equilibrio* as previously stated. All stimuli were randomly and evenly assigned to participants.

The questionnaire initiated the same for all participants with a brief introduction to guarantee participant anonymity and to expose an email contact in case of any doubt. Then, participants were asked to recall purchasing and consumption behaviors from the past 12 months. If respondents didn't consume neither purchased, the survey would end. Next, respondents saw one of the 6 stimulus types and were asked about their willingness to pay for the product, their purchase intent, their level of brand's trust and, finally, the manipulation check question to assure comprehension of the stimulus. In the last section of the survey, participants were asked to complete demographic information, such as gender, age, nationality, occupation, education, and household income level.

The questionnaire was available only in Portuguese. Data results would be more accurate since the retailer chosen was of Portuguese origin.

3.2.4.4 Pre-test

Once the main questionnaire was prepared to be distributed, a pretest was carried out. This pretest accounted for a sample of 20 participants. It was administered to test all the questions and verify if respondents had any suggestions or detected any error with it. Sample data was then exported to SPSS to ensure that future analysis would be possible. The final version of the questionnaire was then distributed on the 2nd of December.

3.2.4.2 Data Collection

Firstly, a pilot test with ten respondents was carried out as "pretesting the instruments permits refinement before the final test" (Cooper & Schindler, 2014). Participant's feedback was taken into consideration, and questions changed accordingly.

Research' data was then collected through an online questionnaire shared by WhatsApp and other social media platforms such as LinkedIn, Instagram, and Facebook. This collection took place between the 27th of November and the 3rd of December of 2020. As there was no

sampling frame, a non-probability sampling technique was used. At the time of closing the survey, there was a total of 569 responses collected. However, out of the 569, 133 were discarded as respondents (1) did not meet requirements for purchasing and consumption behaviors, (2) did not pass the manipulation check question, and (3) were considered statistical outliers. Upon data cleaning, only 333 responses were considered valid.

3.2.4.3 Measurement / Indicators

Many authors have measured consumers' *willingness to pay* in the most varied methods. In the past, the construct used was of one question. For this research, the method chosen was used by Homburg, Koschate, and Hoyer (2005), and it involves questioning respondents about the maximum amount of money they were willing to pay for the product presented. The method applied was adapted from a numeric question to an interval scale from 0 to 5 (€) to avoid discrepancy between results and a significant number of outliers. This interval was set based on online price markets from *Continente's* website.

As for measuring *purchase intention*, according to Grewal, Krishnan, Baker, & Borin (1998), it can be measured through a seven-point Likert scale, asking for the respondents' agreement level with three statements regarding PI: "I would purchase these breakfast cereals", "I would consider buying these breakfast cereals", and "The probability that I would consider buying the breakfast cereals is very high". The scale ranged from 1=Strongly Disagree to 7=Strongly Agree.

MEASURE	N° OF ITEMS	ADAPTED FROM	CRONBACH'S α	QUALITY	SCALE
WILLINGNESS TO PAY	1	(Homburg, Koschate, & Hoyer 2005)	-	-	Numeric Question
PURCHASE INTENTION	3	(Grewal et al., 1998)	0,98	Excellent	7-point Likert Scale
NON-MONETARY PROMOTION	-	Stimulus	-	-	-
BRAND TYPE	-	Stimulus	-	-	-
BRAND'S TRUSTWORTHINESS	5	Erdem and Swait (2004)	0,89	Good	7-point Likert Scale

Table 2 - Operational Model

Furthermore, a construct regarding *brand's trustworthiness* was added since it was described that brand' trust could potentially influence consumers' purchase intentions for CRM promotions. The scale used was of Erdem and Swait (2004) and of good quality with a Cronbach's alpha of 0,89. It consisted of a seven-point Likert scale where respondents were asked about five statements: "This brand delivers what it promises", "This brand's product claims are believable", "Over time, my experiences with this brand have led me to expect it to

keep its promises, no more and no less”, “This brand has a name you can trust”, and “This brand does not pretend to be something it isn’t”.

Lastly, from Kristofferson, White and Peloza (2014), two questions were developed to measure the participant’s *pro-social behavior*. Consumers were asked about the frequency to which they engaged in volunteering activities and cash donations to a non-profit organization in the past 12 months. The main goal was to conclude the role of pro-social behavior in purchasing intention between the different sales promotions’ types.

3.2.4.5 Data Analysis

All data collected from Qualtrics was exported and analyzed through SPSS software.

Initially, the data was cleaned, and sample characterization was presented over frequency statistics. Furthermore, before testing the hypothesis, the validity of constructs was assessed, and their quality level ranked. Subsequently, hypotheses were tested. Since the data was non-parametric, the Mann-Whitney U Test was performed for the two-group comparisons hypotheses and the Kruskal-Wallis H Test for three-group comparisons. Moreover, to test the mediator role of WTP, Hays’s PROCESS Model 4 with a multicategorical independent variable was executed. Finally, two of Hays’s PROCESS model 1 were performed to test the moderator role of the brand’s trustworthiness and voluntary activities between sales promotions and purchase intention.

For all statistical tests, a significance level of 5% was set.

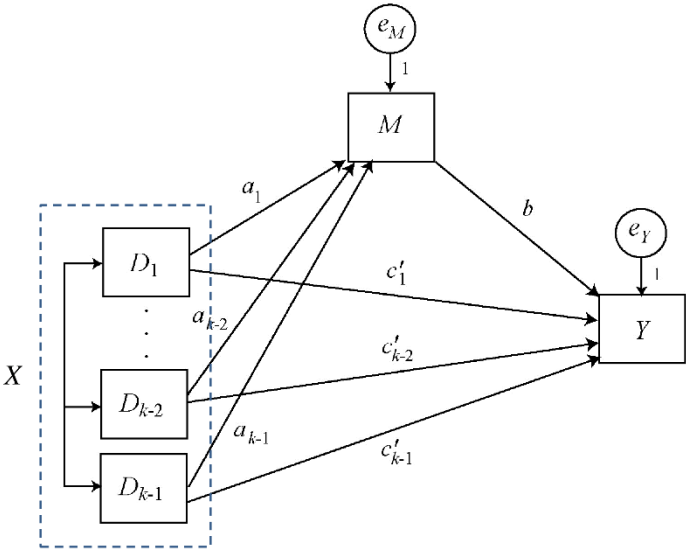


Figure 8 - Mediation with a Multicategorical Independent Variable

CHAPTER 4: RESULTS AND DISCUSSION

The present chapter exposes the results and analysis of the collected quantitative data collected from the main survey. The process for data cleaning is explored, followed by sample characterization and the chapter for measuring constructs reliability. Moreover, the results for the proposed hypothesis are presented, along with a summary of the outcomes. Finally, further results are tested, such as the integration of potential moderators to the initial model.

4.1 DATA CLEANING

At the time of closing the main survey, out of a total of 569 answers initiated, only 504 were completed and, therefore, accepted. Firstly, 64 answers were deleted for participants not recalling purchasing **neither** consuming breakfast cereals in the past 12 months. Moreover, the *Mahalanobis Distance* was used to search for any significant outliers on the given sample. 7 answers were deleted as a consequence of this process. Before testing the hypothesis, it was still necessary to ensure that the manipulation check of the stimuli was successful and if not, delete the necessary answers as it is further explained in sub-chapter 4.4.1.

Upon manipulation check, the final total number of valid answers was of **333**.

The stimulus groups were evenly distributed across the sample, yet the elimination of answers consequently generated a slight difference in the number of respondents per stimuli, as it can be observed in the table presented below. It is yet important to refer that to each stimulus was assigned a group in order to facilitate performing and analyzing the statistical tests.

VARIABLE	VALUES	GROUP	FREQUENCY	PERCENTAGE
STIMULUS TYPE	Private Label (No Promotion)	G1	65	19,5%
	Private Label + Cause-Related Marketing Promotion	G2	49	14,7%
	Private Label + Gift Promotion	G3	56	16,8%
	National Brand (No Promotion)	G4	53	15,9%
	National Brand + Cause-Related Marketing Promotion	G5	53	15,9%
	National Brand + Gift Promotion	G6	57	17,1%
TOTAL	-	-	333	100%

Table 3 – Distribution of responses per Stimulus Groups

4.1.1 Manipulation Check

Given that the manipulation check questions were to ensure respondents' comprehension of the stimulus presented, 100 answers were deleted as respondents could not correctly identify the existence of an additional physical offer or the absence of one when necessary. This deletion happened to prevent data from negatively influencing overall results since answers would not

have been trustworthy. The manipulation check differed between groups. For G1 and G3 participants had to recognize that there **was no** additional offer (only the cereals' package), for G2 and G5, there **was no** additional physical offer (donation to a social cause), and for G4 and G6 there **was** an additional physical offer since there was a product being offered in the purchase of the product.

4.2 SAMPLE CHARACTERIZATION

As previously stated, there was a total of 333 valid responses and in order to provide a better overview of the samples' population demographics, a descriptive analysis was conducted, and afterwards, analyzed.

Although the respondents' gender was quite even with 59,2% and 40,8% female and male respondents, respectively, age and nationality presented some dispersity between groups. Due to the chosen distribution technique, the majority of participants were in the age group of 18-24 years old with a percentage of 64,9% out of the 333 and roughly 31% were between the ages of 25 and 55. Furthermore, 100% of the sample was of Portuguese nationality given the fact that the private label used in this study was also Portuguese. As concerns current occupation, the majority of respondents were either employed (44,4% of the participants) or students (36,3%). Still, 15% of the respondents were student-workers and the representativeness of retired or unemployed participant was low. Regarding educational background, the majority of participants held either a bachelor or master's degree, 85,3% of the sample to be more specific. Finally, respondents were asked about their household net monthly income, to which 24% mentioned to have between 1001€ and 2000€, 20,4% between 2001€ and 3000€, and 20,1% more than 5000€.

Further information regarding the sample demographics can be found in the Appendix 2.

4.3 MEASURES RELIABILITY

Before proceeding forward with the analysis of the data it is necessary to measure the variables reliability. Even though the construct for purchase intention was already validated in the Methodology, it is needed to measure the items of this study in order to ensure internal consistency between them. Brand's trustworthiness was not a variable in the initial model, but as it could still impact the results, it is crucial to measure the Cronbach's alpha for it, as well. As such, both purchase intention and brand's trustworthiness were measured for reliability individually across all stimulus groups (Appendix 3). The general results are presented in the table below.

CONSTRUCT	N° OF ITEMS	CRONBACH'S α	QUALITY
WILLINGNESS TO PAY	1	-	-
PURCHASE INTENTION	3	0,876	Good
BRAND'S TRUSTWORTHINESS	5	0,870	Good

Table 4 - Cronbach's Alphas

According to George and Mallery (2003), coefficients for Cronbach's Alpha above 0,9 are excellent, between 0,8 and 0,9 good, between 0,7 and 0,8 acceptable. Although some individual items of the constructs were of acceptable and excellent quality, overall constructs for purchase intention and brand's trustworthiness were considered of good quality, thus reliable and accepted and no item was deleted.

4.4 HYPOTHESIS TESTING

As the main purpose of this research is to study the impact of non-monetary promotions and branding in consumer's willingness to pay and purchase intention, it is essential to start by getting an overview of the means for those variables across the different groups, as shown in the table 5 below.

VARIABLE	VALUES	GROUP	FREQUENCY	MEAN		STD. DEVIATION	
				PI	WTP	PI	WTP
PRIVATE LABEL	No promotion	G1	65	4,5128	1,8554	1,39702	0,64712
	CRM promotion	G2	49	4,7961	2,2061	1,35871	0,85035
	Gift promotion	G3	56	4,5060	2,0304	1,17205	0,73036
TOTAL	-	-	170	4,6050	2,0306	1,30941	0,74261
NATIONAL BRAND	No promotion	G4	53	4,9183	2,2981	1,39274	0,76422
	CRM promotion	G5	53	5,3645	2,7415	1,32736	0,90073
	Gift promotion	G6	57	5,1170	2,4351	1,23682	0,76660
TOTAL	-	-	163	5,1333	2,4916	1,3190	0,81052

Table 5 - Descriptive Statistics

By analyzing the descriptive statistics from the table above, a few general conclusions can be drawn. Overall, it is noticed that despite the promotion displayed or the type of branding, the mean for purchase intention always increases when compared with the "no promotion" group. Moreover, and as supported by literature review, the national brand product presents higher values for PI and WTP than the private label one. It is likely visible that CRM promotions present a higher mean for purchase intention and willingness to pay when compared to gift promotions. Finally, means for willingness to pay have similar increases to purchase intention means.

As the first 5 hypothesis reflect in two-group comparisons, the statistical tests for these hypotheses will lie on comparing means through Independent Samples T-Tests. Thus, a preliminary check was conducted to ensure that none of the assumptions were violated. First,

as no participant was exposed to more than one stimulus, it ensured independence of observations. However, when performing the Kolmogorov-Smirnov Test to ensure statistical normality of the dependent variables, more precisely purchase intention and willingness to pay, it was concluded that both variables presented a $p\text{-value} < 0.05$ (Appendix 4), rejecting the null hypothesis of a normal distribution data, and therefore, violating the fifth assumption for the Independent Sample T-Test (Laerd Statistics, 2016). Consequently, non-parametric tests were selected, more specifically, the Mann-Whitney U Test and the Kruskal-Wallis H Test. Once again, the assumptions were verified to guarantee valid statistical results. As independence of observations was already verified previously for the Independent Samples T-test, there is no need to verify the assumption once more. Secondly, the dependent variables are being measured separately and both are either ordinal or of continuous value, since Likert scale was used for PI and an interval scale for WTP. Thirdly, independent variables consist of two categorical and independent groups, validating the second assumption for the Mann-Whitney U Test. For hypotheses 3 and 4, there was a three-group comparison, valid for the Kruskal-Wallis H Test. Lastly, the dependent variables were not normally distributed, as previously stated. Consequently, the Mann-Whitney U Test is appropriate to properly analyze the data. Furthermore, results will be presented in terms of mean ranks, since the distribution of scores for the independent groups were of different shapes (Laerd Statistics, 2016).

A significance level of 5% was considered for all the statistical tests.

4.4. 1 Hypothesis 1

H1: CRM promotions have a higher impact than Gift promotions.

For this hypothesis, two new variables were computed in order to compare mean ranks between CRM promotions (G2 + G5) and Gift promotions (G3 + G6) without having into consideration the type of branding to which consumers were exposed. The Mann-Whitney U Test was performed for both Purchase Intention and Willingness to Pay.

H1.1: CRM promotions have a higher impact on Purchase Intention than Gift promotions.

Descriptive analysis show that purchase intention means for CRM and Gift promotions are of $M=5,091$ ($SD=1,3660$) and $M=4,814$ ($SD=1,2384$) (Appendix 5), respectively, so there is a slight difference between groups. When looking at the data from the Mann-Whitney U test, the mean rank for the CRM group (X_1) was of 117,21 and for Gift promotions (X_2) of 99,69 (Appendix 6). As $p < 0.05$ ($U=4823,5$) it can be concluded that there is a statistically difference

between the two groups. Thus, CRM promotions have a higher impact on purchase intention when compared to gift promotions. Consequently, hypothesis 1.1 is validated.

H1.2: CRM promotions have a higher impact on WTP than Gift promotions

Descriptive means for CRM and Gift promotions groups are of $M=2,4843$ ($SD=0,91302$) and $M=2,2345$ ($SD=0,77272$), respectively (Appendix 7). Again, the difference between the groups is narrow. When analysing the results from the Mann-Whitney U test, the mean ranks for the CRM group was of 116,99 and for Gift of 99,88 with a $p<0.05$ ($U=4846,0$) (Appendix 8), meaning that the statistical test is significant and that CRM promotions have a higher impact on WTP than gift promotions. Consequently, the hypothesis is validated.

Overall, hypothesis 1 is validated.

4.4.2 Hypothesis 2

H2: National Brands have a higher impact than Private Labels.

Two new variables were computed in order to test this proposed hypothesis. To analyze the overall impact of National brands, G4, G5, and G6 were aggregated into a new variable; for Private labels, the variable was computed by combining G1, G2, and G3. The Mann-Whitney U Test was then performed to compare mean ranks for both Purchase Intention and WTP.

H2.1: National brands have a higher impact on Purchase Intention than Private labels.

Descriptive analysis shows that the purchase intention mean for National brands is of $M=5,1329$ ($SD=1,32275$) and for Gift promotions of $M=4,5922$ ($SD=1,31432$) (Appendix 9). Once again, there is a slight difference between the two groups. When looking at the data from the Mann-Whitney U test, the mean rank for the National group was of 188,17 and for the Private was of 146,71 (Appendix 10). It can be concluded that there is a statistically difference between the two groups as $p<0.01$ ($U=10405,0$). Consequently, and as supported by the literature review, National brands do have a higher impact on PI than private labels, thus the hypothesis 2.1 is validated.

H2.2: National brands have a higher impact on WTP than Private labels.

Willingness to pay means for National brands and private labels are of $M=2,4902$ ($SD=0,82755$) and $M=2,0141$ ($SD=0,74701$), respectively, showing that indeed consumers have a higher willingness to pay for National brands (Appendix 11). When analysing the results from the Mann-Whitney U test, the mean rank for National brands was of 195,87 and for Private was of

139,32, showing as well a difference between the two groups (Appendix 12). As $p < 0.01$ ($U=9149,0$) the test is statistically significant and consequently, the hypothesis is validated.

Overall, hypothesis 2 is validated.

4.4.3 Hypothesis 3

H3: Within the private label stimulus groups, CRM promotions have the biggest impact out of the three.

H3.1: Within the private label stimulus groups, CRM promotions have the biggest impact on Purchase Intention out of the three.

To assess differences in PI between G1 (no promotion stimulus), G2 (CRM promotion stimulus) and G3 (Gift promotion stimulus), the Kruskal-Wallis H Test was performed with PI as the dependent variable. Results showed that the test is not statistically significant with $p > 0.05$, thus, the null hypothesis stating that the comparison groups have the same mean is not rejected and no further statistical test is needed (Appendix 13). Thus, hypothesis 3.1 is rejected. Nonetheless, when examining the PI means from descriptive statistics for the three groups, it is clear that CRM promotions present the highest mean value for PI ($M=4,7961$; $SD=1,3587$) when compared to G1 ($M=4,5128$; $SD=1,3970$) and G3 ($M=4,5060$; $SD=1,1721$) (Appendix 14).

H3.2: Within the private label stimulus groups, CRM promotions have the biggest impact on WTP out of the three.

Once more, the Kruskal-Wallis H Test was performed for WTP as the dependent variable and independent groups ranged from G1 to G3. Results showed that the test was not statistically significant with a p-value less greater than 0.05 (Appendix 15). Once again, we do not reject the null hypothesis that means are equal across tested groups, thus hypothesis 3.2 is rejected. However, descriptive statistics for the independent variables conclude that mean for WTP for the CRM promotions group is the highest among the three ($M=2,2061$; $SD=0,8504$) as proposed by the hypothesis (Appendix 16).

Overall, hypothesis 3 is rejected.

4.4.4 Hypothesis 4

H4: Within the national brands stimulus groups, CRM promotions have the biggest impact out of the three.

H4.1: Within the national brand stimulus groups, CRM promotions have the biggest impact on Purchase Intention out of the three.

To assess differences in PI between three groups, G4 (no promotion stimulus), G5 (CRM promotion stimulus) and G6 (Gift promotion stimulus), the Kruskal-Wallis H Test was performed with Purchase Intention as the dependent variable. Results showed that the test is not statistically significant with $p > 0.05$. Meaning that the null hypothesis, H_0 : the distribution is the same across the three stimuli groups, is not rejected. Consequently, hypothesis 4.1 is. However, even if not significant, it is still visible from the data that CRM promotions present the highest mean rank for Purchase Intention out of the three groups with a value of $MR=92,02$, G6 (Gift promotions) have the second highest rank with a value of $MR=79,64$ and G4 (no promotion) with a value of $MR=74,52$ (Appendix 17).

H4.2: Within the national brand stimulus groups, CRM promotions have the biggest impact on WTP out of the three.

Again, the Kruskal-Wallis H Test was performed for WTP as the dependent variable and independent variable with groups ranging from G4 to G6. Results showed that the test was statistically significant with a p-value less than 0.05 (Appendix 18). As a $p < 0.05$ rejects the null that stated that the distribution across all the group variables are the same. While comparing mean ranks, CRM promotions present the highest value for WTP ($MR=95,28$), gift promotions the second highest ($MR=79,10$) and the “no promotion” group last with $MR=71,84$. In order to find the pair that statistically differs it is needed to perform Mann-Whitney U Test across the three groups. Results suggest that there is only one significant comparison between the control group (G4) and the CRM promotion stimulus (G5), as once again $p < 0.05$ (Appendix 19). Hypothesis 4.2 is verified.

Overall, hypothesis 4 is partially validated.

4.4.5 Hypothesis 5

H5: Consumers will have a higher willingness to pay for a private label product with CRM promotion than a national brand product with no promotion.

Once again, the Mann-Whitney test was performed between two independent groups G2 (PL + CRM) and G4 (NB), being the dependent variable tested Willingness to Pay. Descriptives showed that the mean for WTP for G4 is of $M=2,2481$ and for G2 is of $M=2,2061$ (Appendix 20). The difference between groups is considered minimal. When looking at the data from the Mann-Whitney U test, the mean rank for G4 was of 53,75 and for the private with CRM

promotion of 49,06. This test was not statistically significant as well with $p > 0.05$ (Appendix 21). Consequently, the hypothesis 5 is rejected.

Hypothesis 5 is rejected.

4.4.6 Hypothesis 6

H5: WTP mediates the relationship between Sales Promotions and Purchase Intention.

In order to test if willingness to pay mediated the relationship between sales promotions and purchase intention, the HAYES PROCESS Model 4 with a multicategorical independent variable was executed (Appendix 22). In this analysis, the Independent Variable (Y) was Purchase Intention, Willingness to Pay, the Mediator (M) and the Dependent Variable (X) was coded into X_1 : CRM promotions, X_2 : Gift promotions, being the reference group X_0 as No promotions.

Firstly, the overall model is significant and it explains 16,4% of the variance in purchase intention. By analyzing the first output (a-path), it is clear that the influence that CRM promotions (X_1) have on WTP (M), is considered significant with $p < 0.01$ and it has a positive effect of $b = 0,4301$. However, even with a positive effect of $bX_2 = 0,1803$, the impact of Gift promotions (X_2) on WTP (M) it is not statistically significant since $p > 0.05$. Thus, X_1 (CRM promotions group) predicts M (WTP) yet X_2 (Gift promotions) does not.

Regarding the direct effect of X_1 and X_2 (CRM and Gift promotions respectively) on Purchase Intention, it is not statistically significant as both p-values are greater than 0.05. Contrary, Willingness to Pay does have a statistically significant positive impact on predicting Purchase Intention as $p < 0,01$ and $b = 0,6463$.

When looking at the indirect effect, X_1 presents an impact of 0,2779 with a Confidence Interval of 0,1253 to 0,4531 and, as the bootstrapping confidence interval does not include zero, the analysis is considered significant, so there is a full mediation for X_1 . The indirect effect of X_2 has a value of 0,1165 with a CI of -0,0124 to 0,2545. For this path, the bootstrapping confidence interval does ranges zero, thus being not significant. Consequently, for X_2 there is no mediation occurring. Consequently, there is only a partial mediation effect occurring in this model. With that said, hypothesis 6 is only partially validated. A visual representation of the mediation model is presented below, figure 9.

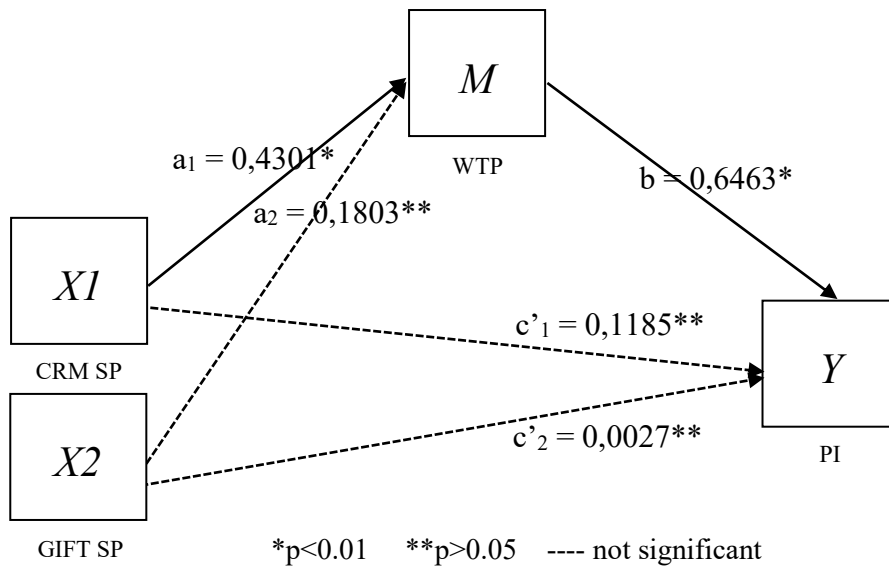


Figure 9 - Statistical Model for Mediator Model 4

Hypothesis 6 is partially validated.

4.4.7 Hypothesis validation overview

HYPOTHESIS	DESCRIPTION	OUTCOME
H1	CRM promotions have a higher impact than Gift promotions.	VALIDATED
H1.1	CRM promotions have a higher impact on Purchase Intention than Gift promotions.	VALIDATED
H1.2	CRM promotions have a higher impact on WTP than Gift promotions.	VALIDATED
H2	National Brands have a higher impact than Private Labels.	VALIDATED
H2.1	National brands have a higher impact on Purchase Intention than Private labels.	VALIDATED
H2.2	National brands have a higher impact on WTP than Private labels.	VALIDATED
H3	Within private label stimulus groups, CRM promotions have a greater impact than Gift promotions and that the “no promotion” condition.	REJECTED
H3.1	Within private label groups, CRM promotions have a greater impact on Purchase Intention than Gift promotions and that the “no promotion” condition.	REJECTED
H3.2	H3.2: Within private label groups, CRM promotions have a greater impact on WTP than Gift promotions and that the “no promotion” condition.	REJECTED
H4	Within National brands stimulus groups, CRM promotions have a greater impact than Gift promotions and that the “no promotion” condition.	PARTIALLY VALIDATED
H4.1	Within national brand groups, CRM promotions have a greater impact on Purchase Intention than Gift promotions and that the “no promotion” condition.	REJECTED
H4.2	Within national brand groups, CRM promotions have a greater impact on WTP than Gift promotions and that the “no promotion” condition.	VALIDATED
H5	Consumers will have a higher willingness to pay for a private label product with CRM promotion than a national brand product with no promotion.	REJECTED
H6	WTP mediates the relationship between Sales Promotions and Purchase Intention.	PARTIALLY VALIDATED

Table 6 - Hypothesis Validation Overview

4.5 FURTHER RESULTS

4.5.1 Potential Moderator – Brand’s Trustworthiness

In order to study the possibility of Brand’s trustworthiness as a moderator between the type of brand in Purchase Intention, HAYES PROCESS for model 1 was executed separately for PL and NB.

Regarding the first analysis (Appendix 23), the Independent Variable (Y) to be tested was Purchase Intention, Brand’s trustworthiness as the Moderator (W), and the Dependent Variable (X) was coded into X_1 as G2 (PL + CRM), X_2 as G3 (PL + GP), and the reference group X_0 as G1 (PL + NP). This process's main objective is to conclude if in fact brand's trustworthiness plays any part in the consumers' purchase intention regarding promotions displayed on PLs products. Overall, the model is statistically significant with a p-value less than 0.05. However, despite positive coefficients, the interactions between the Moderator W and the independent variables (X_1 and X_2) are not statistically significant, meaning that there is no moderation occurring in the model. Still, positive coefficients indicate that as the level of brand’s trustworthiness increases, consumers’ purchase intention increases as well. Moreover, it is clear that at a sixth level, BT is higher for CRM promotions.

Regarding the second analysis (Appendix 24), the Independent Variable (Y) to be tested was Purchase Intention, Brand’s trustworthiness as the Moderator (W), and the Dependent Variable (X) was coded into X_1 as G5 (NB + CRM), X_2 as G6 (NB + GP), and the reference group X_0 as G4 (NB + NP). Once again, this process's main objective is to conclude if, in fact, brand's trustworthiness plays any part in the consumers' purchase intention regarding promotions displayed on NBs products. Overall, the model is statistically significant with a p-value less than 0.01. Still, despite positive coefficients, the interactions between the Moderator W and the independent variables (X_1 and X_2) are not statistically significant, meaning that there is no moderation occurring in the model. Still, positive coefficients indicate that as the level of brand’s trustworthiness increases, consumers’ purchase intention increases as well. Once again, when the level of trust is high, PI for CRM is the highest among the three.

In conclusion, when consumers trust the promoted brand, their PI is likely to increase.

4.5.2 Potential Moderator – Voluntary Activities

Once again, and in order to study the possibility of the frequency of practicing voluntary activities as a moderator between sales promotions and purchase intention, HAYES PROCESS for model 1 was executed (Appendix 25). Regarding this analysis, the Independent Variable (Y)

remained as Purchase Intention, Dependent Variable (X) coded as X_1 - CRM promotions, X_2 as Gift promotions, X_0 as No promotions, and the moderator (W) as Voluntary Activities. The main objective of this process is to conclude if the frequency to which people engage in voluntary activities plays any part in the consumers' purchase intention regarding sales promotions.

Overall, the model is statistically significant with $p < 0.05$ and it explains 42% of the variance (value for the R-square). Starting with the effect of sales promotions on PI, neither CRM and Gift promotions have a statistically significant impact as p-values are above 0.05. However, both interactions between sales promotions and voluntary activities are significant and of positive coefficients, thus when there is an increase in the frequency of voluntary activities, consumers' purchase intention increases by 0.3425 for CRM promotions and 0.2726 for Gift promotions. When looking at the conditional effects, there is only one value with a p-value statistically significant ($p < 0.01$) and it is for quarterly voluntary activities ($W=4$). For this level, PI increases for CRM promotions and Gift promotions by 1,0919 and 0,7040, correspondingly. The graph below illustrates how does the frequency of voluntary activities affects the relationship between purchase intention and sales promotions, thus reinforcing the moderator role previously verified.

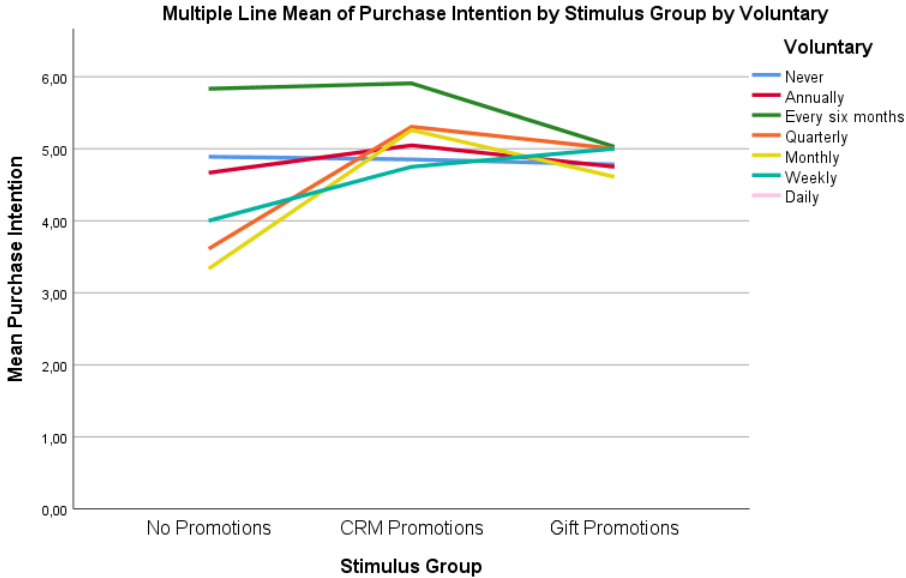


Figure 10 - Interaction Effect Voluntary

CHAPTER 5: CONCLUSIONS AND LIMITATIONS

As the final chapter, it aims to expose the main findings and conclusions based on both data results and literature review. Moreover, managerial and academic implications will be presented, as well as the study limitations and recommended topics for future research.

5.1 MAIN FINDINGS & CONCLUSIONS

This dissertation's goal was to study the impact that non-monetary promotions have on purchase intention, considering the extent to which results would differ for private and national brands. After collecting responses and analyzing the questionnaire data, it is essential to answer the research questions earlier developed.

RQ1: Which type of Sales Promotion has the most significant impact on Purchase Intention?

Supported by the literature review, sales promotions have grown to the point of not being only price promotions that increase consumers' purchase intention. Indeed, non-monetary promotions do generate purchase intention.

Despite not having a concise and clear answer, the literature review supported that most consumers would instead give something to others than receive it for themselves. On hypothesis 1, sales promotions were tested regardless of the brand associated with them. Results showed that Cause-Related Marketing promotions do generate a significantly higher purchase intention than Gift promotions. Furthermore, when analyzing hypotheses 3 and 4, although not significant, CRM promotions still had a higher purchase intention when compared to the gift and the no promotions conditions. So, regarding the most effective type of sales promotions, it is determined as CRM promotions.

RQ2: Which combination of Sales Promotions and Brand is more effective?

Overall, it is notable that, even with the significant effort from private labels, NBs still have a significant advantage in the industry. Firstly, the overall effectiveness of national brands and private labels in generating purchase intention, regardless of sales promotions, determined that NBs have a significantly higher impact in PI than PLs.

While analyzing the effectiveness of the promotions within each brand, it was clear that both types of sales promotions proved beneficial for private and national brands, as purchase intention for CRM and gift promotions was of higher value than the control situation with no promotion associated. Moreover, as pointed in RQ1, CRM has a higher PI, as H3 and H4 also

verified. Given that (1) CRM promotions generate a higher PI than a gift and no promotion and that (2) national brands generate higher PI than private brands, the question is: Can a private label with a Cause-Related promotion compete with the national brand product (with no promotion associated)? As PI's means were quite similar between the groups, it assumes that CRM promotions can be a powerful tool to help PLs fight the existent discrepancy between NB and them. To conclude, it is still notable that the effect size regarding the difference between private and national brand is of importance since PI for promotions tend to not differ, but for type of branding it does. National brands are more capable of increasing consumer's purchase intention.

RQ3: Does Willingness to Pay mediates the relationship between sales promotions and purchase intention?

As confirmed in Hypothesis 6, purchase intention for sales promotions is influenced indirectly by WTP. As the model suggested, there is a partial mediation occurring for CRM sales promotions of approximately 70%.

Moreover, there is still a discrepancy in trusting national and private label brands. The continuous growth that PLs have accomplished has not proven sufficient as consumers still present overall higher trust levels regarding NBs, as shown in the table presented below.

		N	MEAN	STD. DEVIATION
BRAND'S TRUSTWORTHINESS	PL	170	4,9612	0,90633
	NB	163	5,3031	1,03717

Table 7 - Descriptive Statistics

Nonetheless, regarding trustworthiness towards private labels, studies suggest that the level of consumer trust towards the brand, does not influence PIs regarding PL brands for food products (Porral, 2016). And supported by statistical tests, brands' trustworthiness did not turn out to be a moderator in the relationship between sales promotions and purchase intention.

Regarding pro-social behavior, results support that the frequency to which consumers engage in voluntary activities influences their intent to purchase a product. In general, purchase intention was higher for CRM promotions. However, it increased more when people engaged in quarterly activities, and it increased the lowest if consumers did not engage in the past year. A conclusion to be drawn is that consumers who volunteer are more aware of social difficulties and are more sensitized to social causes such as *Cruz Vermelha Portuguesa*. Cash donations,

on the other hand, did not present as significant. This outcome may be explained as 63,7% of consumers engaged, at least once per year in cash donations. It implies that only the population that donates their time to others by volunteering is more sensitized to donate for CRM promotions.

5.2 MANAGERIAL/ACADEMIC IMPLICATIONS

From a managerial perspective, non-monetary promotions are growing its importance for brands and have proven to be a useful tool in generating PI for brands (Buil, Chernatony, & Montaner, 2013). Specifically, in this dissertation, CRM promotions. This type of promotion is associated with doing good for society, increasing brand image and the brand's sales (Ross et al., 1991). Moreover, "as people who are exposed to positive CSR practices are more likely to experience moral elevation and are therefore more willing to donate their money and/or time to the same cause that is sponsored by the company" (Romani & Grappi, 2014) brands have the opportunity to empower and encourage consumers into doing good. Private labels are still perceived as less trustworthy compared to NBs.

Nonetheless, promotions still conferred the same results between brands as CRM still generated higher PI. Hence, PLs managers should use this type of promotion to assure positive brand associations and, consequently, purchasing behaviors (Buil, Chernatony, & Martínez, 2013). Studies also support that the use of CRM promotions can be more cost-effective than gift promotions or even price discounts. Even if consumers do not consume the brand, CRM can help persuade consumers to purchase it compared to another brand with no promotion from the same product category.

Academically, this research contributes to the non-monetary promotions existing literature by testing its effectiveness in generating purchase intent. Also, by focusing on the difference between the brand type, the study fills a gap regarding NM promotions' performance in PLs and NBs. Moreover, it identifies the relative importance of pro-social behavior, which contributes to CRM promotions' effectiveness. It also extends the knowledge about the mediator role of WTP in the relationship between sales promotions and purchase intention.

5.3 LIMITATIONS AND FURTHER RESEARCH

Notwithstanding the insights retained from the research, several limitations can be exposed as they may influence the results previously presented.

First and foremost, the sample is not representative of the Portuguese population since the number of respondents was short and the sample collected was a non-probability sample. Moreover, as stimuli were randomly individually assigned, the number of responses per group was relatively small. In the future, it is advisable to reach a higher number of participants and to apply a probability sampling technique. Moreover, the questionnaire was designed to minimize bias. However, when discussing purchase intentions, consumers tend not to report actual behaviors and are more likely to report intentions as they perceive the topic as a sensitive one (Carrington et al., 2010). This may lead to unreliable answers and results may be influenced.

Moreover, the manipulation check questions were not effective, as 23% of the sample responded poorly. Respondents could not recognize the offer along with the stimuli; therefore, manipulation was not successful. Consequently, the stimuli could have been improved to make it more understandable for consumers.

Furthermore, the fact that participants were not asked about brand's familiarity may influence their willingness to pay for the exposed product and their level of brand's trust, as an unknown brand may not be perceived as good as a familiar one and it could have influenced results for brand's trustworthiness questions.

The major limitation was as the study only focused on one product category; one can argue about non-monetary promotions' effectiveness across other product categories. For future research, it would be advised to research more than one product category. Furthermore, it would be recommended to use another private label with a higher recognition among consumers for a specific product category, such as *LIDL* and *Cien*, for example. Also, another recommendation would be to conduct cause-related promotions focused and adapted only for women or men. Brands that are more appealing to a specific gender could be chosen for the differentiation factor or even causes to which females (or males) are more sensitized. As a final recommendation, instead of differentiating the promotions between private and national brands, it could be tested with well-known brands and gifts associated with it. How would consumers react if a gift promotion was merchandise from a reputable brand, such as Nespresso? Could a "premium" gift have a more significant impact on purchase intention than CRM promotions?

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APPENDICES

Appendix 1 – Main Survey

Bloco 1: Introduction

Caro participante,

Em primeiro lugar, muito obrigada pela sua participação neste estudo!

O presente questionário está a ser realizado como elemento da minha tese de mestrado. Por favor, seja o mais **honesto** possível ao responder e não se esqueça que não existem respostas certas ou erradas. Todas as respostas são **confidenciais, anónimas** e usadas apenas para **fins académicos**.

O questionário não irá demorar mais do que 4 minutos a ser concluído e está disponível tanto em **Português** como **Inglês**.

Em caso de alguma dúvida ou observação, por favor não hesite em contactar-me através do seguinte email: 152119206@alunos.lisboa.ucp.pt.

Muito obrigada mais uma vez pelo seu tempo!

Block 2: Screening Questions

Q1: Em média, com que frequência **compra** cereais de pequeno-almoço?

- Diariamente
- Semanalmente
- Mensalmente
- Trimestralmente
- A cada 6 meses
- Anualmente
- Nunca

Q2: Em média, com que frequência **consome** cereais de pequeno-almoço?

- Diariamente
- Semanalmente
- Mensalmente
- Trimestralmente
- A cada 6 meses
- Anualmente
- Nunca

(If “Nunca” choices for both Q1 and Q2 are selected, Skip to the End of Survey)

Block 3: Stimulus Display

(Randomly display one of the six stimuli)



Q3: Atente na figura abaixo e imagine que encontrava este produto na sua próxima ida ao supermercado. Quanto estaria disposto a pagar por uma unidade (em €) de *Continente Equilíbrio*?



Q4: Considere as seguintes afirmações sobre a **marca** apresentada e indique, por favor, o seu nível de concordância de 1=Discordo totalmente a 7=Concordo totalmente. (4=Nem concordo nem discordo).

- As reivindicações dos produtos desta marca são credíveis.
- Ao longo do tempo, as minhas expectativas com esta marca levaram-me a esperar que cumprisse as suas promessas.
- Esta marca tem um nome confiável.
- Esta marca não finge ser algo que não é.
- A probabilidade de eu considerar comprar os cereais desta marca é bastante elevada.

Q5: Considere as seguintes afirmações e indique, por favor, o seu nível de concordância de 1=Discordo totalmente a 7=Concordo totalmente. (4= Nem concordo nem discordo).

- Eu compraria estes cereais.
- Eu consideraria comprar estes cereais.
- A probabilidade de eu considerar comprar os cereais é bastante elevada.

(for G1, G4) **Q6:** Por favor observe atentamente a imagem apresentada. Considera que existe alguma **oferta adicional** na compra deste produto?

- Sim.
- Não.

(for G2, G3, G5, G6) **Q6:** Por favor observe atentamente a imagem apresentada. Considera que existe alguma **oferta adicional física** na compra deste produto?

- Sim.
- Não.

Block 4: Pro-Social Behavior

Q7: Nos últimos 12 meses, com que frequência participou em atividades de voluntariado?

- Diariamente
- Semanalmente
- Mensalmente
- Trimestralmente
- A cada 6 meses
- Anualmente
- Nunca

Q8: Nos últimos 12 meses, com que frequência doou dinheiro a organizações sem fins lucrativos?

- Diariamente
- Semanalmente
- Mensalmente
- Trimestralmente
- A cada 6 meses

- Anualmente
- Nunca

Block 5: Demographics

Q9: Qual é o seu género?

- Feminino
- Masculino

Q10: Qual é a sua idade?

- 18 anos ou menos
- 18 - 24 anos
- 25 - 34 anos
- 35 - 44 anos
- 45 - 54 anos
- 55 - 64 anos
- 65 anos ou mais

Q11: Qual é o seu país de origem?

- Portugal
 - Outro.
-

Q12: Qual é a sua ocupação, de momento?

- Estudante
- Estudante-trabalhador
- Empregado
- Desempregado
- Reformado

Q13: Qual é o nível de educação mais elevado que concluiu?

- Ensino básico (menos que 9º ano)
- Ensino secundário
- Licenciatura
- Mestrado
- Doutoramento

Q14: Apenas por razões estatísticas, qual é o rendimento **mensal líquido** do seu **agregado familiar**?

- Menos de 500€
- 500€-1000€
- 1001€-2000€
- 2001€-3000€
- 3001€-4000€
- 4001€-5000€
- Mais de 5000€

Muito obrigada pela sua participação!

Appendix 2 – Sample Characterization

VARIABLE	VALUES	FREQUENCY	PERCENTAGE
GENDER	Female	197	59,2%
	Male	136	40,8%
	Total	333	100%

VARIABLE	VALUES	FREQUENCY	PERCENTAGE
AGE	Under 18	1	0,3%
	18-24	216	64,9%
	25-34	40	12%
	35-44	29	8,7%
	45-54	34	10,2%
	55-64	10	3%
	65 or older	3	0,9%
	Total	333	100%

VARIABLE	VALUES	FREQUENCY	PERCENTAGE
NATIONALITY	Portugal	333	100%
	Total	333	100%

VARIABLE	VALUES	FREQUENCY	PERCENTAGE
OCCUPATION	Student	121	36,3%
	Student-Worker	50	15%
	Employed	148	44,4%
	Unemployed	11	3,3%
	Retired	3	0,09%
	Total	333	100%

VARIABLE	VALUES	FREQUENCY	PERCENTAGE
EDUCATION LEVEL	High-School Graduate (or equivalent)	48	14,4%
	Bachelor Degree	178	53,5%
	Master Degree / MBA	106	31,8%
	PhD / Post-Doctoral Degree	1	0,03%
	Total	333	100%

VARIABLE	VALUES	FREQUENCY	PERCENTAGE
INCOME	Less than 500€	9	2,7%
	500€-1000€	38	11,4%
	1001€-2000€	80	24%
	2001€-3000€	68	20,4%
	3001€-4000€	40	12%
	4001€-5000€	31	9,3%
	More than 5000€	67	20,1%
	Total	333	100%

Appendix 3 – Cronbach's Alpha

CONSTRUCT	N° OF ITEMS	CRONBACH'S α	QUALITY
PI G1	3	0,887	Good
PI G2	3	0,903	Excellent
PI G3	3	0,818	Good
PI G4	3	0,900	Excellent
PI G5	3	0,902	Excellent
PI G6	3	0,844	Good
PURCHASE INTENTION	3	0,876	Good
BT G1	5	0,788	Acceptable
BT G2	5	0,847	Good
BT G3	5	0,876	Good
BT G4	5	0,918	Excellent
BT G5	5	0,888	Good
BT G6	5	0,904	Excellent
BRAND'S TRUSTWORTHINESS	5	0,870	Good

Appendix 4 – Normality tests

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Purchase Intention	,135	333	,000	,947	333	,000
WTP	,153	333	,000	,954	333	,000

a. Lilliefors Significance Correction

Appendix 5 – Hypothesis 1.1: Descriptive Statistics

		N	MEAN	STD. DEVIATION
PURCHASE INTENTION	CRM	102	5,0914	1,36599
	GIFT	113	4,8142	1,23839

Appendix 6 – Hypothesis 1.1: Mann-Whitney U Test

Ranks

		Stimulus Group	N	Mean Rank	Sum of Ranks
Purchase Intention	CRM		102	117,21	11955,50
	Gift		113	99,69	11264,50
	Total		215		

Test Statistics^a

		Purchase Intention
Mann-Whitney U		4823,500
Wilcoxon W		11264,500
Z		-2,078
Asymp. Sig. (2-tailed)		,038

a. Grouping Variable: Stimulus Group

Appendix 7 – Hypothesis 1.2: Descriptive Statistics

		N	MEAN	STD. DEVIATION
WTP	CRM	102	2,4843	0,91302
	GIFT	113	2,2345	0,77272

Appendix 8 – Hypothesis 1.2: Mann-Whitney U Test

Ranks

		Stimulus Group	N	Mean Rank	Sum of Ranks
WTP	CRM		102	116,99	11933,00
	Gift		113	99,88	11287,00
	Total		215		

Test Statistics^a

		WTP
Mann-Whitney U		4846,000
Wilcoxon W		11287,000
Z		-2,028
Asymp. Sig. (2-tailed)		,043

a. Grouping Variable: Stimulus Group

Appendix 9 – Hypothesis 2.1: Descriptive Statistics

		N	MEAN	STD. DEVIATION
PURCHASE INTENTION	NATIONAL BRAND	163	5,1329	1,32275
	PRIVATE LABEL	170	4,5922	1,31432

Appendix 10 – Hypothesis 2.1: Mann-Whitney U Test

Ranks

		Stimulus Group	N	Mean Rank	Sum of Ranks
Purchase Intention	Private Label		170	146,71	24940,00
	National Brand		163	188,17	30671,00
	Total		333		

Test Statistics^a

		Purchase Intention
Mann-Whitney U		10405,000
Wilcoxon W		24940,000
Z		-3,950
Asymp. Sig. (2-tailed)		,000

a. Grouping Variable: Stimulus Group

Appendix 11 – Hypothesis 2.2: Descriptive Statistics

		N	MEAN	STD. DEVIATION
WTP	NATIONAL BRAND	163	2,4902	0,82755
	PRIVATE LABEL	170	2,0141	0,74701

Appendix 12 – Hypothesis 2.2: Mann-Whitney U Test

Ranks

		Stimulus Group	N	Mean Rank	Sum of Ranks
WTP	Private Label		170	139,32	23684,00
	National Brand		163	195,87	31927,00
	Total		333		

Test Statistics^a

		WTP
Mann-Whitney U		9149,000
Wilcoxon W		23684,000
Z		-5,396
Asymp. Sig. (2-tailed)		,000

a. Grouping Variable: Stimulus Group

Appendix 13 – Hypothesis 3.1: Kruskal-Wallis H Test

Ranks

	Stimulus Group	N	Mean Rank
Purchase Intention	G1	65	83,31
	G2	49	94,86
	G3	56	79,86
	Total	170	

Test Statistics^{a,b}

Purchase Intention	
Kruskal-Wallis H	2,664
df	2
Asymp. Sig.	,264

a. Kruskal Wallis Test

b. Grouping Variable: Stimulus Group

Appendix 14 – Hypothesis 3.1: Descriptive Statistics

		N	MEAN	STD. DEVIATION
PURCHASE INTENTION	G1	65	4,5128	1,3970
	G2	49	4,7961	1,3587
	G3	56	4,5060	1,1721

Appendix 15 – Hypothesis 3.2: Kruskal-Wallis H Test

Ranks

	Stimulus Group	N	Mean Rank
WTP	G1	65	76,84
	G2	49	95,89
	G3	56	86,46
	Total	170	

Test Statistics^{a,b}

WTP	
Kruskal-Wallis H	4,280
df	2
Asymp. Sig.	,118

a. Kruskal Wallis Test

b. Grouping Variable: Stimulus Group

Appendix 16 – Hypothesis 3.2: Descriptive Statistics

		N	MEAN	STD. DEVIATION
WTP	G1	65	1,8554	0,6471
	G2	49	2,2061	0,8504
	G3	56	2,0304	0,7304

Appendix 17 – Hypothesis 4.1: Kruskal-Wallis H Test

Ranks

	Stimulus Group	N	Mean Rank
Purchase Intention	G4	53	74,52
	G5	53	92,02
	G6	57	79,64
	Total	163	

Test Statistics^{a,b}

Purchase Intention	
Kruskal-Wallis H	3,910
df	2
Asymp. Sig.	,142

a. Kruskal Wallis Test

b. Grouping Variable:
Stimulus Group

Appendix 18 – Hypothesis 4.2: Kruskal-Wallis H Test

Ranks

	Stimulus Group	N	Mean Rank
WTP	G4	53	71,84
	G5	53	95,28
	G6	57	79,10
	Total	163	

Test Statistics^{a,b}

WTP	
Kruskal-Wallis H	6,982
df	2
Asymp. Sig.	,030

a. Kruskal Wallis Test

b. Grouping Variable: Stimulus Group

Appendix 19 – Hypothesis 4.2: Mann-Whitney U Test

Ranks

	Stimulus Group	N	Mean Rank	Sum of Ranks
WTP	G4	53	46,04	2440,00
	G5	53	60,96	3231,00
	Total	106		

Test Statistics^a

WTP	
Mann-Whitney U	1009,000
Wilcoxon W	2440,000
Z	-2,516
Asymp. Sig. (2-tailed)	,012

a. Grouping Variable: Stimulus Group

Appendix 20 – Hypothesis 5: Descriptive Statistics

		N	MEAN	STD. DEVIATION
WTP	G2	49	2,2061	0,85035
	G4	53	2,2981	0,76422

Appendix 21 – Hypothesis 5: Mann-Whitney U Test

Ranks

	Stimulus Group	N	Mean Rank	Sum of Ranks
WTP	G2	49	49,06	2404,00
	G4	53	53,75	2849,00
	Total	102		

Test Statistics^a

WTP	
Mann-Whitney U	1179,000
Wilcoxon W	2404,000
Z	-,805
Asymp. Sig. (2-tailed)	,421

a. Grouping Variable: Stimulus Group

Appendix 22 – Hypothesis 6: Mediation – Matrix Procedure

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D.

www.afhayes.com

Model : 4
 Y : PI3
 X : StimG3
 M : WTP3

Sample
 Size: 333

Coding of categorical X variable for analysis:

StimG3	X1	X2
1,000	,000	,000
2,000	1,000	,000
3,000	,000	1,000

OUTCOME VARIABLE:
 WTP3

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2128	,0453	,6484	7,8247	2,0000	330,0000	,0005

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,0542	,0741	27,7127	,0000	1,9084	2,2001
X1	,4301	,1089	3,9506	,0001	,2159	,6442
X2	,1803	,1060	1,7010	,0899	-,0282	,3888

OUTCOME VARIABLE:
 PI3

Model Summary

R	R-sq	MSE	F	df1	df2	p
,4048	,1639	1,5241	21,4939	3,0000	329,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,3674	,2073	16,2435	,0000	2,9595	3,7752
X1	,1185	,1708	,6940	,4881	-,2175	,4546
X2	,0027	,1632	,0166	,9868	-,3183	,3238
WTP3	,6463	,0844	7,6573	,0000	,4802	,8123

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:
 PI3

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1219	,0149	1,7903	2,4891	2,0000	330,0000	,0845

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,6949	,1232	38,1162	,0000	4,4526	4,9372
X1	,3965	,1809	2,1918	,0291	,0406	,7524
X2	,1192	,1761	,6769	,4989	-,2272	,4657

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Relative total effects of X on Y:

	Effect	se	t	p	LLCI	ULCI	c_ps
X1	,3965	,1809	2,1918	,0291	,0406	,7524	,2950
X2	,1192	,1761	,6769	,4989	-,2272	,4657	,0887

Omnibus test of total effect of X on Y:

	R2-chng	F	df1	df2	p
	,0149	2,4891	2,0000	330,0000	,0845

Relative direct effects of X on Y

	Effect	se	t	p	LLCI	ULCI	c'_ps
X1	,1185	,1708	,6940	,4881	-,2175	,4546	,0882
X2	,0027	,1632	,0166	,9868	-,3183	,3238	,0020

Omnibus test of direct effect of X on Y:

	R2-chng	F	df1	df2	p
	,0016	,3071	2,0000	329,0000	,7358

Relative indirect effects of X on Y

	StimG3	->	WTP3	->	PI3
	Effect	BootSE	BootLLCI	BootULCI	
X1	,2779	,0834	,1253	,4531	
X2	,1165	,0680	-,0124	,2545	

Partially standardized relative indirect effect(s) of X on Y:

	StimG3	->	WTP3	->	PI3
	Effect	BootSE	BootLLCI	BootULCI	
X1	,2068	,0618	,0939	,3380	
X2	,0867	,0506	-,0093	,1912	

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

Appendix 23 – 4.5.1: Moderation Private Label– Matrix Procedure

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 1
Y : PI
X : StimG
W : Brand_Tr

Sample
Size: 170

Coding of categorical X variable for analysis:

StimG	X1	X2
1,000	,000	,000
2,000	1,000	,000
3,000	,000	1,000

OUTCOME VARIABLE:

PI

Model Summary

	R	R-sq	MSE	F	df1	df2
p	,2943	,0866	1,6259	3,1109	5,0000	164,0000
	,0104					

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,8389	,9922	2,8611	,0048	,8797	4,7981
X1	-,4628	1,3930	-,3322	,7401	-3,2134	2,2878
X2	-,1844	1,3306	-,1386	,8899	-2,8118	2,4430
Brand_Tr	,3394	,1986	1,7088	,0894	-,0528	,7315
Int_1	,1539	,2789	,5517	,5819	-,3968	,7046
Int_2	,0278	,2631	,1056	,9161	-,4917	,5472

Product terms key:

Int_1	:	X1	x	Brand_Tr
Int_2	:	X2	x	Brand_Tr

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0020	,1779	2,0000	164,0000	,8372

Focal predict: StimG (X)
Mod var: Brand_Tr (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

StimG	Brand_Tr	PI	.
1,0000	4,0000	4,1964	
2,0000	4,0000	4,3491	
3,0000	4,0000	4,1231	
1,0000	5,0000	4,5358	
2,0000	5,0000	4,8424	
3,0000	5,0000	4,4902	
1,0000	6,0000	4,8752	
2,0000	6,0000	5,3356	
3,0000	6,0000	4,8574	

END DATA.

GRAPH/SCATTERPLOT=

Brand_Tr WITH PI BY StimG .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

WARNING: Variables names longer than eight characters can produce incorrect output when some variables in the data file have the same first eight characters. Shorter variable names are recommended. By using this output, you are accepting all risk and consequences of interpreting or reporting results that may be incorrect.

----- END MATRIX -----

Appendix 24 – 4.5.1: Moderation National Brand – Matrix Procedure

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 1
Y : PI
X : StimG
W : Brand_Tr

Sample
Size: 163

Coding of categorical X variable for analysis:

StimG	X1	X2
4,000	,000	,000
5,000	1,000	,000
6,000	,000	1,000

OUTCOME VARIABLE:
PI

Model Summary

	R	R-sq	MSE	F	df1	df2
p	,5188	,2692	1,3067	11,5641	5,0000	157,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,9689	,7408	2,6578	,0087	,5057	3,4322
X1	-,5859	1,1959	-,4900	,6248	-2,9481	1,7762
X2	-,2427	1,0874	-,2232	,8236	-2,3906	1,9051
Brand_Tr	,5734	,1408	4,0738	,0001	,2954	,8515
Int_1	,1707	,2230	,7652	,4453	-,2698	,6111
Int_2	,0504	,2017	,2500	,8029	-,3481	,4489

Product terms key:

Int_1	:	X1	x	Brand_Tr
Int_2	:	X2	x	Brand_Tr

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0028	,2975	2,0000	157,0000	,7431

 Focal predict: StimG (X)
 Mod var: Brand_Tr (W)

Data for visualizing the conditional effect of the focal predictor:
 Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
  StimG      Brand_Tr  PI      .
BEGIN DATA.
  4,0000     4,2000     4,3773
  5,0000     4,2000     4,5081
  6,0000     4,2000     4,3464
  4,0000     5,4000     5,0654
  5,0000     5,4000     5,4010
  6,0000     5,4000     5,0950
  4,0000     6,2000     5,5242
  5,0000     6,2000     5,9963
  6,0000     6,2000     5,5941
END DATA.
GRAPH/SCATTERPLOT=
  Brand_Tr WITH      PI      BY      StimG      .
```

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
 95,0000

WARNING: Variables names longer than eight characters can produce incorrect output when some variables in the data file have the same first eight characters. Shorter variable names are recommended. By using this output, you are accepting all risk and consequences of interpreting or reporting results that may be incorrect.

----- END MATRIX -----

Appendix 25 – 4.5.2: Moderation – Matrix Procedure

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2018). www.guilford.com/p/hayes3

```
Model : 1
Y : PI3
X : StimG3
W : Voluntar
```

Sample
 Size: 333

Coding of categorical X variable for analysis:

StimG3	X1	X2
1,000	,000	,000
2,000	1,000	,000
3,000	,000	1,000

OUTCOME VARIABLE:

PI3

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2050	,0420	1,7569	2,8694	5,0000	327,0000	,0150

Model

	coeff	se	t	p	LLCI	ULCI
constant	5,1356	,1997	25,7123	,0000	4,7426	5,5285
X1	-,2779	,3113	-,8928	,3726	-,8904	,3345
X2	-,3866	,2944	-1,3129	,1901	-,9658	,1926
Voluntar	-,2418	,0868	-2,7865	,0056	-,4126	-,0711
Int_1	,3425	,1221	2,8052	,0053	,1023	,5826
Int_2	,2726	,1205	2,2628	,0243	,0356	,5097

Product terms key:

Int_1	:	X1	x	Voluntar
Int_2	:	X2	x	Voluntar

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0258	4,3974	2,0000	327,0000	,0130

Focal predict: StimG3 (X)
Mod var: Voluntar (W)

Conditional effects of the focal predictor at values of the moderator(s):

Moderator value(s):

Voluntar 1,0000

	Effect	se	t	p	LLCI	ULCI
X1	,0645	,2239	,2882	,7734	-,3759	,5049
X2	-,1139	,2103	-,5418	,5883	-,5276	,2997

Test of equality of conditional means

	F	df1	df2	p
	,3105	2,0000	327,0000	,7333

Estimated conditional means being compared:

StimG3	PI3
1,0000	4,8937
2,0000	4,9583
3,0000	4,7798

Moderator value(s):

Voluntar 1,0000

	Effect	se	t	p	LLCI	ULCI
X1	,0645	,2239	,2882	,7734	-,3759	,5049
X2	-,1139	,2103	-,5418	,5883	-,5276	,2997

Test of equality of conditional means

F	df1	df2	p
,3105	2,0000	327,0000	,7333

Estimated conditional means being compared:

StimG3	PI3
1,0000	4,8937
2,0000	4,9583
3,0000	4,7798

Moderator value(s):

Voluntar 4,0000

	Effect	se	t	p	LLCI	ULCI
X1	1,0919	,2976	3,6691	,0003	,5065	1,6773
X2	,7040	,3016	2,3339	,0202	,1106	1,2974

Test of equality of conditional means

F	df1	df2	p
6,7827	2,0000	327,0000	,0013

Estimated conditional means being compared:

StimG3	PI3
1,0000	4,1682
2,0000	5,2601
3,0000	4,8722

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
  StimG3      Voluntar  PI3      .
BEGIN DATA.
  1,0000      1,0000    4,8937
  2,0000      1,0000    4,9583
  3,0000      1,0000    4,7798
  1,0000      1,0000    4,8937
  2,0000      1,0000    4,9583
  3,0000      1,0000    4,7798
  1,0000      4,0000    4,1682
  2,0000      4,0000    5,2601
  3,0000      4,0000    4,8722
END DATA.
GRAPH/SCATTERPLOT=
  Voluntar WITH      PI3      BY      StimG3      .
```

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

W values in conditional tables are the 16th, 50th, and 84th percentiles.

WARNING: Variables names longer than eight characters can produce incorrect output when some variables in the data file have the same first eight characters. Shorter variable names are recommended. By using this output, you are accepting all risk and consequences of interpreting or reporting results that may be incorrect.

----- END MATRIX -----