The Effects of Expected and Unexpected Marketing Promotions on Brand Image and Brand Loyalty

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Abstract

Brands have been advertising on platforms such as television, magazine and radio for decades. However, with the increase in technology and the lack of consumer attention to traditional media, brands must find new ways to break through the clutter. Drawing on Persuasion Knowledge Model (PKM), this thesis examined the influence of an expected and unexpected experiential promotional technique using real brands, McDonald’s and Coke. The dependent variables were brand image and behavioral intentions. This was accomplished with a 2 (expected vs. unexpected) x 2 (McDonald’s vs. Coke) mixed factorial experiment, using Amazon’s Mechanical Turk to recruit participants for the study. A total sample of 387 participants was obtained. Results revealed that unexpected versus expected experiential marketing techniques had a positive influence on brand image and, after controlling for prior brand attitudes, purchase intentions were higher for unexpected versus expected promotional techniques as well.

Keywords: brand loyalty, experiential marketing, promotional giveaways, events, promotions, sponsorship.