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**The impact of continuous Versus Periodic price
promotion strategy on Brand image and Perceived
product quality**

Gabriel Wilhelm Malcolm Hallin

Master Thesis

presented as partial requirement for obtaining a Master's Degree in Data-Driven Marketing

NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação

Universidade Nova de Lisboa

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Image and Perceived Product Quality**

by

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Master Thesis as partial requirement for obtaining the Master's degree in Data-Driven
Marketing, with a specialization in Digital Marketing and Analytics

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Statement of Integrity

I hereby declare having conducted this academic work with integrity. I confirm that I have not used plagiarism, any form of undue use of information or falsification of results along the process leading to its elaboration. I further declare that I have fully acknowledged the Rules of Conduct and Code of Honor from the NOVA Information Management School.

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ABSTRACT

Price promotions are a staple of modern marketing, utilised by marketers globally. This thesis explores the effects of continuous versus periodic price promotions on consumer perceptions on brand image and perceived product quality, addressing a gap in previous literature. In today's competitive landscape, understanding how the frequency of promotions affects the brand is crucial for managers, CEOs and stakeholders. Through an experimental approach, this study presented 103 participants to promotions featuring either continuous or periodic price promotions, and surveyed their responses on brand image, perceived product quality and attitudes towards encountered promotion strategy. The findings reveal that while no significant difference was observed in brand image and perceived product quality – respondents perceived the brand applying continuous promotion strategy as less unique, prestigious and marginally cheaper. This research not only deepens our understanding of price promotion strategy but also lays a strong foundation for future researchers to expand upon.

KEYWORDS

Sales promotion; Continuous promotion; Periodic promotion; Brand image; Perceived product quality; Experimental design research; Sleep industry

Sustainable Development Goals (SDG):



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1. INTRODUCTION

The first chapter introduces the background of the selected area. Followed by a brief background on the industry and next a segment entailing the problem and research area. The problem discussion is concluded with research objectives, research problem and research question.

Attracting and retaining customers has become an increasingly cumbersome task for businesses in today's highly competitive commercial landscape. Marketers apply numerous strategies to incentivize an influx of potential clients - whilst simultaneously working towards retaining old ones. Amongst these strategies, sales promotions strategy has emerged as a pivotal tool for marketers across industries. Price promotion, a subcategory of sales promotion, offers several tools for marketing - most commonly periodic price promotion (Gedenk, Neslin, Ailawadi, 2010).

It is the author's perception that marketers have expanded upon this tool by utilising it sequentially - rendering "periodic" redundant. Instead, a continuous price strategy (Liu et al., 2021) has emerged, where marketers offer seemingly permanent promotional campaigns - with discounted prices as the main incentive. Whilst it may provide for an increase in sales, its impact on brand image and perceived product quality requires more research.

The sleep health industry, encompassing an ecosystem of manufacturers, retailers, health service providers and pharmaceutical companies, has grown massively - with an estimated 8% annual growth and as of 2017 valued at \$30 - \$40 billion (Goldman, 2017). The growth can be attributed to an overarching increase in awareness of the mental, physical and economic costs of sleep insufficiency. Humans are more inclined to include sleep in their definition of wellness, investing more time and money in methods to improve sleep.(Goldman, 2017) With this, the demand for sleep products has increased, no doubt noticed by marketers - who to differentiate their products apply various promotional strategies. For a more granular reading, this thesis will focus on the retail sector of the sleep health industry.

Marketers in the sleep industry are facing a significant challenge - how and to what extent should sales promotion tools be used. What, if any, are the implications of applying periodic price promotion versus continuous price reduction strategies on brand image and perceived product quality. This study limits the scope of sales promotion into price promotions - focusing on periodic price promotion and continuous price promotion. As expressed by Gedenk et.al (2010), price promotion is a subcategory of "promotions", with periodic and continuous (Liu et al., 2021)defined as instruments.

Periodic price promotion is defined as an instrument to, but not limited to, incentivize short term sales, collude against weaker brands, increase consumption through periodic price discrimination (Bronnenberg et al., 2006) The premise of continuous discount marketing is built on a strategy of applying constant price reductions. For example, rather than applying periodic, seasonal discounts (TPR), marketers opt for sequential campaigns with discounted prices on the product offerings.

In view of the above-mentioned areas of interest, the research purpose of this study is formulated as:

Understand the impact of periodic versus continuous price promotion on consumer perception of brand image and product quality in the retail sleep industry. Moreover, this study seeks to provide middle managers with insights to aid their efforts in fostering a long term, sustainable price promotion strategy which takes the brand and product perception into consideration. The specific objectives of this research are to:

1. Analyse consumer preferences and perceptions towards temporary and continuous price promotion strategies.
2. Assess the impact of such strategies on brand image and perceived product quality.
3. Compare and contrast the effects of temporary and continuous price promotion strategy.

Research on the impact of sales promotions is prevalent. However, few such studies have been conducted in the retail sleep industry – with focus on comparing continuous and periodic promotions as promotional strategies and its impact on brand image and perceived product quality. This study hopes to contribute to the literature, through primary data collection derived from survey and experiment with expressed discount timeframe (Periodic, Continuous) as manipulated variable. Refer to the methodology section for granular insights into the methodology applied for this study.

This thesis is divided into six chapters. In the first chapter, the background of the research is presented followed by a discussion of the problem area and research question. In chapter two, relevant theories and previous studies related to the topic are discussed. Chapter three encompasses the methodology applied when conducting the research. Chapter four and five presents the data collected through an online questionnaire by 103 respondents which includes an experiment and provides an analysis of said data. Finally, chapter six provides a discussion, conclusion and concludes with limitations and suggestions for future research.

2. LITERATURE REVIEW

This chapter provides an overview of literature and models correlated to the research problem presented in the introduction. Concepts pertaining to brand image, perceived product quality and promotion strategy are discussed.

2.1. Brand

What is a brand? In the marketing profession it is a regularly occurring term which the most novice marketer undoubtedly has been drilled into memorising. However, its definition may not be evident to most. Its definition may be difficult to interpret as experts tend to come up with new definitions or add nuances to already existing ones (Kapferer, 2004)

Kumar and Mishra (2012) echo the complexity of its definition by highlighting twelve different themes of brand definitions. Their definition combines twelve themes of brand definitions into one combined, overarching concept. The themes include *Logo, Legal instrument, Company, Shorthand, Risk reducer, identity system, Image in consumer's mind, value system, personality, relationship, adding value and evolving entity*. The synthesised definition describes a brand as a multifaceted asset which influences and is influenced by the perceptions and interactions of stakeholders.

Brands are dynamic, evolving indicators of value whilst also functioning as tools to achieve organisational and stakeholder goals. Whilst this definition will not be applied in this study, the author deems it important to emphasise the complexity of the definition.

2.2. Brand Knowledge

The definition of brand knowledge consists of two components, brand awareness and brand image. The first pertains to consumer brand recall and recognition performance whilst the latter refers to set affiliations connected to the brand which consumers hold in memory (Keller, 1993) In other words, brand awareness considers the consumer's ability to identify a brand with adequate detail to make a purchase. This does not necessarily mean that the consumer must remember the brand name (Percy & Rossiter, 1992). Percy stresses the importance of separating the two concepts as the essential difference lies in the sequence of events in the consumer's mind.

Brand recognition occurs at the point of purchase when a consumer identifies a brand, often triggered by visual cues such as packaging - not necessarily by identifying the brand itself. Brand recall takes place when there is a category need for the consumer. For example, a consumer will, prior to purchase, recall options from memory and thus arrive at a favoured brand (1992).

2.3. Brand Image

Brand image's importance for marketers cannot be understated. Brand image plays a critical role in brand's branding strategy (Keller, 1993; Aaker, 1991; Park et al., 1986). As echoed by Keller (1993), brand image is defined as the way consumers perceive a brand, based on the brand associations held in their memory. These associations are categorised into *attributes*, *benefits* and *brand attitudes*. Aaker (1991) similarly defines brand image as a set of associations, organized in a meaningful way.

Attributes are descriptive features and distinguished by how directly relatable they are to the service or product's performance. Attributes are categorised into product-related and non-product related attributes. Non-product-related attributes are categorized as external traits which relate to the service or product. The four main types of are: "*Price information, packaging or product appearance information, user imagery and usage imagery*" (Keller, 1993). Price is considered highly important as consumers tend to have strong beliefs about the price and value of a brand and may categorize brands in tiers based on the price and value relationship of brands.

Benefits encompass the perceived benefit which the product or service can provide them - based off personal values. Benefits are categorised into three categories: functional, experiential and symbolic. Functional benefits pertain to the purpose of the product in terms of its performance, reliability or efficiency. Experiential benefits relate to feelings invoked by the product of service. Symbolic benefits relate to the underlying social need for approval or expression. For example, consumers may gravitate towards brands which express prestige, exclusivity as it coincides with their self-concept (Solomon, 1983).

Attitudes refer to the overall evaluation of a brand (Wilkie, 1994). Attitudes are instrumental as they commonly form the basis of consumer behaviour such as brand choice. These associations vary based on three principles: *Favourability*, *Strength* and *Uniqueness*.

Favourability details to what extent the brand associations contribute to a positive perception of the value of the brand (Keller, 1993). The value of the association is dependent on the consumer's situation and the context - speed and efficiency may in one situation be highly valued whilst in another not a priority.

Strength of brand association revolves on how information enters the consumer's memory and to what extent it is maintained as part of the brand image (Keller, 1993).

Uniqueness assists the brand in establishing a competitive advantage over its competitors and provides for a unique selling proposition (Keller, 1993). Brand image is thus heavily dependent on how consumers perceive the information entering, what information is maintained and its associations.

In short, brand image is the description which is left in the consumer's mind which ultimately determines in which way the consumer audience will behave towards the brand.

Aaker (1991) highlights that consumers tend to purchase more from brands which are perceived as more well-known – as consumers feel more comfortable with things that are already known. This is an important distinction to make for this study as in the survey and experiment, the brand is a mock-up and not a “well-known” brand. Which may influence the survey taker's assumptions of the brand's reliability.

2.4. The role of brand image

A positive brand image creates a competitive advantage which separates the business from its competitors. This competitive advantage yielded by a strong brand image can be separated into several functions. Saydan (2013) echoes this by indicating that marketing experts use brand image in positioning, differentiating and extending the brand.

Brand image reflects the consumers' personality and characteristics and use the brand for self-expression. Sirgy (1985) argues that the effects of self-congruity and ideal congruity are additive to consumers' purchase intentions. Self-congruity is described as the fit between actual self-image and product image. Purchase intention is affected by the individual's need to act consistently with one's self-perception (self-consistency motive). Ideal congruity affects the purchase intention through the consumer's need to uphold or increase a positive self-regard (self-esteem motive). Practically this means that a brand which coincides with consumer's intrinsic needs for expression and personal image will positively affect purchase intention. The individual's need for self-expression through brand image is also indicated by Beard (Beard, 2016)

2.5. Product Quality

Quality can be defined as something that offers superiority or excellence (Zeithaml, 1988). An important distinction should be made between the two concepts of *perceived* and *objective* quality - this study will adhere to the concept of perceived quality. Perceived quality is, by extension, the consumer's judgement about said excellence and superiority. As with most marketing concepts, the definition is not completely clear cut - perceived quality comes with several interpretations. Mitra and Golder (2006) view perceived quality as the perception of the customer, opposing it to 'objective' quality.

Aaker expresses a similar viewpoint as Zeithaml and defines perceived quality as “*the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives*” (Aaker, 1991). These market oriented definitions of perceived quality (Falk et al., 2017) may appear unclear and not very pragmatic. However, what we can derive from them is:

Perceived quality has a significant influence on customer's opinion and thus has an impact on purchase decision and customer satisfaction, the perception of quality traits is highly subjective which occurs consciously and subconsciously to satisfy customer needs, perceived quality is often based on a comparison of quality traits in respect to its usage purpose and expectations. Aside from objective and physical traits of said product, the main influencers of perceived quality are brand name, company reputation, purpose of usage, expectations etc (Lieb et al., 2008). Garvin (1984) proposes eight dimensions of quality:

1. Performance
2. Features
3. Reliability
4. Conformance
5. Durability
6. Serviceability
7. Aesthetics
8. *Perceived quality*

In the case of Garvin, perceived quality is a dimension of quality - an isolated term. Falk et.al (2017) challenges this notion and argues that perceived quality rather can be seen as the customer's view on all dimensions. As the 8th dimension of quality, Garvin describes perceived quality as highly subjective, at times a simple assessment of aesthetics can be enough (Garvin, 1984). Seeing as consumers do not always have complete access to the product's attributes, they must rely on indirect means when comparing. In such cases, the product will be evaluated more based on images, advertising or brand names rather than its objective attributes.

With the intent of this study in mind, definitions of product quality which are centred around consumer perception will be the primary focus. The author acknowledges other definitions of perceived quality which take a non-marketing approach. As expressed by Styliadis et al. (2020), the marketing approach (e.g. Mitra & Golder, 2006; Zeithaml, 1988; Aaker, 1991) is only one approach to perceived quality in product development. Manufacturing, robust design, variation management and emotional engineering are, but not limited to, other approaches.

Aaker defines perceived quality as "the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives" (1991). Practically, perceived quality varies on an individual basis as customers' needs, preferences and personalities differ greatly. Compared to other categories of quality, e.g. objective quality, product-based quality, manufacturing quality – *perceived* quality is an intangible feeling about a brand. To illuminate this ambiguous concept, Aaker echoes Garvin's (1984) two quality categories, *Product* and *Service* quality - with seven and five quality dimensions. Garvin's quality dimensions are summarized below.

1. Performance: How well does a washing machine clean clothes?
2. Features: Does a toothpaste have a convenient dispenser?
3. Conformance with specifications: What is the incidence of defects?
4. Reliability: Will the lawn mower work properly each time it is used?
5. Durability: How long will the lawn mower last?
6. Serviceability: Is the service system efficient, competent, and convenient?
7. Fit and Finish: Does the product look and feel like a quality product

Service Quality

1. Tangibles: Do the physical facilities, equipment, and appearance of personnel imply quality?
2. Reliability: Will the accounting work be performed dependably and accurately?
3. Competence: Does the repair shop staff have the knowledge and skill to get the job done right? Do they convey trust and confidence?
4. Responsiveness: Is the sales staff willing to help customers and provide prompt service?
5. Empathy: Does the bank provide caring, individualized attention to its customers.

2.6. Relationship between Perceived Product quality and Brand Image

Perceived product quality and brand image are, as previously discussed, related concepts. Previous literature show that perceived brand image can impact consumers' perceived product quality of a brand. A brand name, which correlates to brand image, is according to Zeithaml's (1988) evaluation model quality and value cues. Brand name, which is part of the brand's image seems to be a better indicator of product quality over price (Johnson et al., 2000). The evidence is however inconclusive as the value of extrinsic cues (e.g. price, brand name packaging) is dependent on severable variables such as product category, familiarity with the product etc. Johnson et al. (2000) brand image is used to infer product quality when a product is either very easy or very difficult to evaluate. For moderate levels of difficulty of evaluation, brand image becomes a lesser product quality cue. In summary, brand image is utilized as a "short cut" to evaluate product quality in the extremes. In a study conducted on Samsung smartphones, the results show that product quality has a significant impact on brand image. The better the quality of the product the better customer perception of the brand (Diputra & Yasa, 2021). Practically, this should suggest that in this study's experiment, where the brand is unfamiliar with the respondent, the relationship between brand image and perceived product quality should be strong.

2.7. Sales and Price promotion

Sales promotions are one of many important tools marketers utilize. The use of promotions has become increasingly prevalent in brand's marketing programs with a significant portion of sales being made during promotions (Gedenk et.al, 2010; Kotler, 1991). Marketers have access to a wide toolkit of promotional activity, comprised of price-oriented and non-price-oriented promotions. In the price promotions category, temporary price reductions, coupons, multi-item promotions are included (Gedenk et.al, 2010; Huff et al., 1999). Price-promotions yield several short-term benefits by increasing sales and market share (Bawa & Shoemaker, 1989; Blattberg & Neslin, 1989; Davis et al., 1992). However, as we will discuss in later segments, its frequent usage may yield negative effects – particularly on brand image and perceived product quality.

2.8. Periodic price promotion

Promotional pricing is a strategy used by marketers to temporarily price their products or services below list price and in some instances under cost to create excitement and urgency amongst customers (Armstrong & Kotler, 2004). Whilst it may have short-term benefits through e.g. swift market penetration and increased sales – its adverse effects are well documented. If used too frequently, price promotions are easily copied by competitors, can foster “deal-prone” customers which only interact with the brand when there are sales ongoing and *erode the brand's value* from a user's perspective (2004). Frequent use of price promotions (including price deals) has also been found to cause consumers to assume lower product quality (Yoo et al., 2000). This relationship is fostered as consumers primarily focus on the deals provided and not the utility provided by the brand. Practically, sales promotions which may be inconsistent with perceptions of high quality and brand image could have implications on brand equity (in which brand image is a related concept). The adverse long-term effects on price deals are further discussed by Villarejo-Ramos & Sánchez-Franco (2005) who indicate that the temporary nature of price promotions creates a feeling of short-lived benefit with the consumer. This in turn could have the brand image appear as poor quality and worn out.

2.9. Continuous price promotion

In today's competitive landscape, digital retailers seek new ways to attract customers – often offering permanent or continuous discounts (Liu et al., 2021). As opposed to periodic price promotion strategies, where businesses apply temporary discounts to their product offering, continuous price reduction offers the consumers (a sequence of frequent sales) uninterrupted sales (Carlson & Kukar-Kinney, 2018). Previous studies show that consumers who are frequently exposed to promotions form corresponding habits (Liu-Thompkins & Tam, 2013; Wang & Chen, 2022). Consumers come to expect the brand to offer discounts and favouring purchasing products offered on deals (Kalwani & Yim, 1992; Shah et al., 2014). One implication which can be derived from adopting a strategy of uninterrupted promotions is the added effect of perceived lower quality. A negative association may be formed in the consumers' mind as price discounts are associated with lower quality (Razy & Lajevardi, 2015). Practically, this could mean that the negative effects of continuous (or constant) price promotion exacerbates the

negative associations to product quality. However, according to Raghurir and Corfman (1999), consumers do not usually develop negative perceptions of the product when on sale as long as the price promotion strategy is in line with the industry norm (Raghurir et al., 1999).

Industry research conducted by the Better Sleep Council found that promotions are prevalent in the sleep industry. One third of consumers who had purchased a mattress say that a promotion initiated the shopping. Furthermore, out of the two-thirds of consumers who had purchased a different brand than their previous mattress – 31% mentioned low price or discounts as a reason for the switch (Better sleep council, 2024). One can argue that consumers in the sleep industry value discounts, and by extension are likely to find it to be an industry norm.

Whilst the literature on the effects of continuous price promotion strategy on purchase intention, brand choice and consumer expectations are plentiful (Kalwani & Yim, 1992; Shah et al., 2014; Wang & Chen, 2022) – its effects on brand image and perceived product quality is scarcer.

To illustrate the difference between periodic and continuous price promotion, we created a fictional scenario: Business A offers 50% off on mattresses for the duration of 2 weeks as part of a back-to-school sale, business B does the same thing. After the 2 weeks, business A returns to normal, non-discounted prices. Business B continues its promotional campaign until next seasonal promotion opportunity – where the communication and/or selection of discounted products changes however a discount remains.

The reason as to why this study seeks to investigate this type of marketing strategy is because businesses are increasingly dependent on sales communication. Many retailers see big parts of their revenue deriving from promotional periods (Gedenk et al., 2010). As a consumer, there is almost always a sale available – with marketers finding seemingly endless seasonality to utilize. The short- and long-term effects of frequent price promotion strategies are well documented. This study seeks to add to the literature by quantifying the negative impact running continuous promotions has on brand image and perceived product quality – a combination of variables which have not been exclusively researched in the retail sleep industry.

On an anecdotal note, from the author's own professional experience in the sleep industry, there exists a mindset amongst marketers and managers that discounts are imperative to thrive (or more so survive at this stage). Heavy rotation of promotional sales, massive spending on advertising to differentiate from competitors and aggressive growth marketing has led to dependency on promotional activity.

2.10. Price promotion impact on brand image

Brands today have become increasingly important in society and thus an asset for companies – as a highly valued brand offers companies competitive advantages (Aaker, 1991). Price promotions is one of many tools used by marketing professionals to increase sales and enhance their competitive advantage (Blattberg et al., 1995; Jedidi et al., 1999). With price promotions increased prominence in the field of marketing, research on its effects on brand image (brand equity) is extensively researched. Price promotions may negatively impact the brand due to several reasons. One is due to price promotion's negative impact on internal reference price (Kalwani & Yim, 1992). Lower reference price leads to a reduction in perceived brand price which results in lower brand equity (Blattberg et al., 1995). Price promotions increase sensitivity to price (Mela et al., 1997) and brand loyalty is diminished (Neslin & Shoemaker, 1989). Furthermore, price promotions may have undesirable effects long-term, as it erodes the brand's image and by extension reducing consumers' brand associations with the brand (Jørgensen et al., 2003; Yoo et al., 2000., Aaker, 1991).

It is important to note that the way price promotions are communicated changes consumers' purchase intentions and perception (Chen et al., 1998; Inman & Mcalister, 1993). For instance, coupons appear to have less of a negative impact on the brand than discounts. Other research found no conclusive negative impact on brand image as result of promotions (Neslin & Shoemaker, 1989).

The frequency of price promotions affects the brand evaluations of consumers. Brand evaluations are more negative when a promotion had been offered in the past (Raghubir et al., 1999). Frequent use of price promotions can decrease consumers' internal reference price which is the memory based standard consumers use to assess current price –which in turn influences perceived brand value and choice and by extension the brand image (Lattin & Bucklin, 1989; Monroe, 1973). Additionally, a negative relationship between the *too* frequent use of promotions over an extended period has been noted by other studies (Blattberg & Neslin, 1989; Dodson et al., 1978).

2.11. Price promotion impact on perceived product quality

The various effects price promotions have on perceived product quality are well studied, however not unanimous in their assessment. Previous studies have indicated a positive relationship between price and perceived product quality (Rao & Monroe, 1989). However, in price discount promotions the discounted products may be perceived as of lower quality (Chen et al., 1998). Previous research has also found that consumers make quality assumptions based on brands' promotional behaviour (Raghubir et al., 1999). The literature on the effects of promotional activity on perceived quality varies, however seemingly in favour of a negative relationship between promotions and perceived product quality. Its negative relationship stems from e.g. changes in consumers' price-quality associations (E.g assumptions that lower price infers lower quality) quality expectations and brand associations (Lichtenstein et al., 1988; Raghubir et al., 1999; Winer, 1986; Yoo et al., 2000). Interestingly, price ranges seem to affect price-quality assumptions. High and moderate price levels show negative price inferences whilst moderate and low-price levels do not (Darke & Chung, 2005; Rao & Monroe, 1989). This study hypothesizes a similar relationship of negative price-quality assumptions, where the promoted product is a high price level bed.

Marketers frequently offer discounts in situations where negative price-quality assumptions are likely to occur (Darke & Chung, 2005). Such situations include when the quality of the product cannot be directly judged (Jacoby et al., 1971) or when the consumer is unfamiliar with the brand itself (Wheatley & Chiu, 1977). Considering the nature of this study's experiment, where the respondent is unfamiliar with both the brand and the product quality (as it is a mock-up brand), these two factors are likely to have a direct impact on the respondents' perceived product quality.

This study contributes to the literature by further exploring how the frequency of price promotions affects consumer's perceptions of not only brand image but also product quality. Marketing professionals need to walk a thin line weighing the potential benefits of price promotion campaigns with the well-documented downsides. Previous literature expresses the detrimental effects of applying such strategies too frequently. However, literature comparing the application, and effects, of "rare" versus frequent price promotion strategies are scarce.

2.12. Research Problem and Research Questions

The research question for this study is as follows: The impact of continuous versus periodic price promotion strategy on perceived product quality and brand image. The key research questions are:

1. Is there an observable difference in consumers' perception of brand image and perceived product quality when exposed to periodic versus continuous price promotion strategy.
2. Are the two promotion types perceived differently in terms uniqueness, prestige and general attitude?

Hypothesis

This study seeks to test the following hypothesis:

H1. Continuous price promotion strategy negatively impacts brand image and perceived product quality

H2. Periodic price promotion strategy has less of a negative impact on brand image and perceived product quality than continuous price promotion.

H3. Continuous price promotion strategy promotes the perception of a brand appearing as "cheap" more so than periodic.

H4. Consumers view the brand who apply continuous promotion strategy as less unique than periodic.

3. METHODOLOGY

This study employs an in-between experimental subject design, embedded in a Qualtrics survey. 103 Respondents were randomly assigned into one of two possible groups: a periodic price promotion group or a continuous price promotion group. The dependent variables for this experiment are perceived product quality and brand image - and the independent is price promotion strategy. To quantify the respondent's perception of the visual, they were presented with follow up questions pertaining to brand Image, perceived product quality and price promotion strategy - measured in a 5-point Likert scale. The respondent picks one of five points: *Disagree*, *Somewhat disagree*, *Neutral*, *Somewhat agree*, *Agree*.

This study aims to:

- Measure and contrast respondents' perception of product quality and brand image ased on price promotion strategy
- Evaluate and contrast respondents' attitude towards encountered promotion strategy
- Provide pragmatic insights on the effects of periodic and continuous price promotion strategy.

In the last section, the respondent is asked to answer questions pertaining to demography – followed up by a page thanking them for their participation and presented with a text box where they can enter an email to participate in a raffle for a €15 Amazon gift card.

3.1. Experiment structure

The experiment and survey were distributed in various group-chats, posted on All participants provided their informed consent and answered all questions included in the survey.

For this experiment, two promotions (one illustrating periodic price promotion and the other continuous) were attached as video-files. The product selected for the promotion was a bed and the name of the business was "The golden bed company". This was done to reduce any ambiguity or doubts on the respondents end on what industry this experiment encompassed. Whilst keeping the product, brand name and general "theme" of the promotion uniform – the price promotion message on respective visual changed. This was done to emphasize the difference in frequency of said promotion. In the continuous promotion, the "20%" off message remains consistent in all four visuals. The periodic promotion starts off with the same "20% off" message, followed by two non-sale messages – ultimately ending with another "20% off" message. We were careful with keeping the elements consistent across both visuals whilst focusing on altering the frequency of the promotion.

Prior to encountering the promotion, participants read: “*You will now be presented with a short video showing a campaign offered by "The Golden Bed Company". Imagine you are browsing the internet in search of a new bed and you come across this campaign*”.

Participants were then shown a series of statements pertaining to *brand image, perceived product quality and perceptions of promotion strategy*. Finally, participants were asked to recall and answer what type of promotion they were presented with at the beginning of the experiment.

3.2. Measures

The questions in the experiment pertaining to brand image were 15 in total with three constructs. The first construct *attributes* contained four questions, *benefits* had five and *attitudes* six.

Having constructed a reliability analysis using Cronbach, we merged four variables pertaining to brand image *attributes* – with Cronbach alpha’s score of 0.8. This construct included the following statements: *I believe this brand offers good price information, I believe this brand’s product information is good, This brand seems to offer product worth paying for, I would buy from this brand for personal use*. Participants were asked to answer to which degree they agree with the statement on a five-point Likert scale.

Secondly, another construct pertaining to *benefits* was created utilising the same methodology. Five variables were merged with a Cronbach’s Alpha score of 0.87. This construct helped us understand the participants’ attitude as part of brand image. The statements included in this construct were: *I feel that this brand is trustworthy, This brand seems reliable, I feel like this brand offers good products, I believe this brand offers a good deal, I believe this brand offers comfortable beds*. Participants were asked to answer to which degree they agree with the statement on a five-point Likert scale.

Thirdly, a last construct for brand image was created, pertaining to respondents’ *attitudes*. Six variables were merged with a Cronbach’s Alpha score of 0.89. This construct helped us understand the respondents’ attitudes and personal connection to the brand and by extension brand image. The statements included in this construct were: *This brand appears high-end, I believe this brand is unique, I believe this brand is memorable, I feel a personal connection to this brand, I feel like this brand resonates with my personality*. Participants were asked to answer to which degree they agree with the statement on a five-point Likert scale.

Similarly to brand image, perceived product quality, consisting of seven statements, were merged into one construct. The returned Cronbach's Alpha score for this construct was 0.94. This construct aided us in understanding the respondents' perceived product quality. The statements included in this construct were: *I believe this brand offers well performing products, I believe this brand offers product with good features, This product likely meets my personal standards, I believe this brand offers reliable products, I believe this brand offers durable products, I believe this brand offers good service, I believe this brand's products are of high quality, Overall, I believe this brand offers good quality beds.* Participants were asked to answer to which degree they agree with the statement on a five-point Likert scale.

Finally, two constructs pertaining to perceptions towards the promotion strategy were created. The first construct contained two variables pertaining to the brand's prestige and image in relation to the frequency of promotion. The statements included in this construct were: *The frequency of this promotion makes the brand seem less prestigious, The frequency of this promotion makes the brand seem less unique.* The Cronbach's Alpha score returned was 0.83.

The second construct contained four statements pertaining to promotion-brand fit and appeal: *The type of promotion offered by this brand aligns well with its quality, The type of promotion offered by this brand aligns well with its brand image, I generally like this type of promotion, This promotion would positively influence me to purchase products from this brand.* As for Cronbach Alpha, the score returned was 0.77.

4. RESULTS

The analysis of the data from the experiment was done using Jamovi open statistical software. This study applied a series of analyses of descriptive statistics, t-test and ANOVA to evaluate if there were any observable differences in perception of brand image and product quality in the two groups. 50 participants viewed the continuous promotion video whilst 53 participants viewed the periodic. Incomplete or compromised responses were filtered out, bringing the total respondents to 103. For full transparency, the results were evaluated in two facets due to possible respondent confusion. At the end of the experiment, a control question was included where the respondent was asked to recall which promotion was seen. The results show that most respondents mischaracterized the promotion as either continuous when it was periodic or vice versa. There could be several potential explanations to this; the respondent miss clicked, misinterpreted the promotion, forgot what the promotion looked like etc. As a result, the results may not be as pronounced as if the rate of error was smaller. Thus, this study will analyse the data from two points of view:

1. Under the assumption that the respondent misinterpreted the control question - all 103 data points are analysed and treated.
2. Under the assumption that the control question worked as intended – filtering out the 54 respondents who failed the control question.

Whilst the error rate was not intended nor expected, this outcome will add another layer of nuance to the study and add a strong foundation for future researchers to expand upon.

4.1. Full inclusion of data points

Brand Image. The analysis started by randomly assigning the respondent to one of two videos displaying a promotional strategy (continuous or periodic). Following this, the respondent was asked to answer 15 questions pertaining to brand image. The questions were outlined to include key concepts which define brand image: *attributes*, *benefits* and *attitudes*. Practically, the questions investigated the participants perceived utility, benefits and personal connection to the brand. As defined in previous sections, constructs related to attributes, benefits and attitudes were created by merging 15 brand image statements.

Attributes was the first construct analysed as a measure to evaluate how the respondents perceived the brand's benefits based on the type of promotion they were exposed to. The results show that there was no significant difference between group A (continuous promotion) and group B (Periodic promotion). The results derived from using Fisher's exact test show: $F(1, 101) = 1.77, p = 0.187$. The results indicate that the promotion type does not significantly affect respondents' brand image attribute perceptions. Brand image attributes were perceived slightly more favourable amongst group A (Mean = 2.93, SD = 0.832) compared to group B (Mean = 2.72, SD = 0.795). However, the differences are minimal, with both groups leaning towards Neutral (coded as 3).

Benefits. With the analysis performed it can be derived that there was no significant difference between the groups' perception of the brand image benefits $F(1, 101) = 0.37, p = 0.544$. Similarly, as *attributes* the type of promotion viewed did not affect respondents' perceived benefits. Benefits were not significantly different when contrasting the mean, with group A (Mean = 3.11, SD = 0.813) and group B (Mean = 3.20, SD = 0.648).

Attitudes. Attitudes, which encompasses the respondents' personal connection and prestige of the brand, was found to have no significant difference between the groups $F(1,101)=0.38, p=0.539$. The promotion type did not affect respondents' attitudes towards the brand image either. In pairwise comparison, it was found that both groups displayed mostly negative attitudes towards the brand image. Group A (Mean = 2.44, SD = 0.801) and Group B (Mean: 2.55, SD: 0.899) – with the continuous promotion viewed as slightly less favourable than periodic.

Perceived Product Quality. As outlined in previous segments, perceived product quality was constructed by merging seven statements. The results derived from our analysis indicate that there is no significant difference between the groups' perceived product quality $F(1,101)=0.002, p=0.965$. The promotion type did not affect respondents' perceived product quality assumptions. Both groups were found to be largely neutral in regards of how they perceived the product quality - Group A (Mean = 3.12, SD = 0.793) and Group B (Mean = 3.11, SD = 0.740).

Perceptions on Promotion Frequency. In this section, the results from analysing respondents' perceptions on encountered promotion strategy are reviewed. Our statistical tests show that there is a significant effect for price promotion frequency between the groups $F(1,101)=7.61, p=0.007$, concluding that that the promotion type and its frequency significantly influence respondents' perceptions on the uniqueness and prestige of the brand. Interestingly, group A indicated that the frequency of the promotion made the brand appear less prestigious and less unique (Mean = 3.81, SD = 0.914). Group B was more neutral towards the brand (Mean = 3.27, SD = 1.050). These results, under the assumption that all 103 data points are relevant, support hypotheses 5 that continuous promotion strategy is viewed less favourably than periodic promotion.

Perceptions on brand-fit and appeal. Brand-fit and appeal encompasses respondents' perceptions on how the promotion aligns with the brand's image, quality and general appeal. It was found that there is no significant difference between the groups' $F(1, 101) = 1.30, p = 0.256$. The promotion strategy does not significantly affect brand-fit and appeal. In comparison, group A (Mean = 2.90, SD = 0.754) was slightly more negative compared to group B (Mean = 3.08, SD = 0.842) however with little statistical significance.

Perceptions on brand appearing "cheap". Finally, this study examined the experiment results pertaining to the question if the brand, as consequence of the promotion, appeared as cheap. The statement was expressed as: *The frequency of this promotion makes the brand appear cheap*". This variable was derived from statement 26 in the Qualtrics questionnaire and was not merged with any other statement. By a exceedingly small margin, it was found that there is no significant difference between the groups' perception on the brand appearing cheap $F(1, 101) = 3.87, p = 0.052$. The results are close to the significance threshold and could thus be considered marginally significant. Group A showed slightly more agreement to the statement (Mean = 3.64, SD = 0.964) compared to Group B (Mean = 3.23, SD = 1.154).

4.2. Partial inclusion of data points

As previously expressed, this segment encompasses the results derived from the respondents who correctly answered the control question. The total number of data points treated and examined were 49. For full transparency, the author acknowledges that the sample is small and may not quantitatively be sufficient to reach decisive conclusions. However, the findings provide additional insight into respondents' perceptions whilst contrasting to the results derived from the full inclusion of data.

Attributes. Similarly to the full inclusion analysis, attributes was found to have no significant difference between the groups $F(1, 47) = 2.53, p = 0.119$. In pairwise comparison, it was found that group A (continuous promotion group) was slightly more negative in their evaluation (mean = 2.82, SD = 0.981) compared to group B (Mean = 2.48, SD = 0.500).

Benefits. In contrast to the full inclusion of data, the results are different in terms of benefits. Whilst the results show no significant difference between the groups $F(1, 47) = 3.76, p = 0.059$ – the margins are significantly smaller. It appears that the data including only respondents who answered the control question correctly show a greater difference between groups than the full inclusion. More quantitative data could then reasonably be assumed to further prove the difference in perception between the two groups. Group A was found to be more negative towards the benefits (Mean = 2.76, SD = 0.939) than group B (Mean = 3.16, SD = 0.530).

Attitudes. These results show a similar outcome to the full data inclusion where no significant difference between the groups was found $F(1, 47) = 0.67, p = 0.419$. Group A (Mean = 2.22, SD = 0.729) and Group B (Mean = 2.39, SD = 0.693) show a similar tendency to have a negative attitude towards the brand image.

Perceived product quality. Results show that there was no significant difference between groups in terms of perceived product quality $F(1, 47) = 1.02, p = 0.317$. Both groups were largely neutral in their evaluation of perceived quality, group A (Mean = 2.75, SD = 0.924) slightly more negative than group B (Mean = 2.99, SD = 0.711).

Perceptions on promotion frequency. The study found that the results from the partial analysis are uniform with the full inclusion. There is an observable and significant difference between groups $F(1, 47) = 4.03, p = 0.050$. Continuous promotion strategy yields a more negative perception on the brand's uniqueness and prestige compared to periodic. Group A (Mean = 3.83, SD = 1.043) evaluated the brand considerably different than group B (Mean = 3.19, SD = 1.093).

Perceptions on brand-fit and appeal. Our analysis shows that there is no significant difference between the groups $F(1, 47) = 3.24, p = 0.078$. We recommend future research to be conducted on this topic as the results indicate a marginal significance. A different result could be achieved with more quantifiable data. There is an observable difference between group A (Mean = 2.67, SD (0.827) and group B (Mean = 3.09, SD = 0.771) as group B is slightly more positive towards the brand alignment and general appeal.

Perception on brand appearing “cheap”. Finally, the two groups perception on if the brand appeared cheap because of the promotion strategy was evaluated. There is no significant difference between the groups $F(1, 47) = 3.93, p = 0.053$. These results show that the promotion strategy has a marginal significance (both in full inclusion and partial), which more data could further prove. We also found that group A (Mean = 3.61, SD = 1.092) evaluated the brand as cheap more so than group B (Mean = 2.94, SD = 1.181).

5. GENERAL DISCUSSION

Sleep is undeniably a crucial part of human existence. Sleep insufficiency results in great physical, mental and productivity costs (Goldman, 2017). Retailers in the sleep industry have realized the growing trend of sleep optimization and consequently pushed their marketing efforts. By using the widely used tool of *promotions*, brands seek to increase profits, penetrate the market and grow their respective brand's presence (Gedenk et.al, 2010; Kotler, 1991; Yoo et al., 2000). Marketers often apply two approaches to promotional activities, *continuous* and (or) *periodic* (Armstrong & Kotler, 2004; Liu et al., 2021). Whilst short-term gains may be realized, prolonged usage of promotions has been found to bring negative effects on brand image and perceived product quality (Lichtenstein et al., 1988; Raghurir et al., 1999; Villarejo-Ramos & Sánchez-Franco, 2005). The frequency of promotion similarly adds to the consumers' negative perception of brand image (Blattberg & Neslin, 1989). Thus, the present study seeks to expand on existing literature by contrasting the effects of *continuous* versus *periodic* price promotion strategy on brand image and perceived product quality. To examine this topic, we conducted an experiment where respondents' opinions about encountered promotion strategy was quantified and analysed.

In this study, the results of two respective groups – one for respondents who viewed the continuous promotion and the other for periodic promotion were compared. This study also conducted an analysis comparing the results of respondents who incorrectly answered the control question with respondents who correctly answered the control question. This provided for additional, nuanced insights in how price promotion strategy affects brand image, perceived product quality and general attitudes towards price promotion strategies.

Mainly, this study could not prove a significant difference in the two groups' perception on brand image attributes, benefits, attitudes and perceived product quality. However, the analysis provide evidence that there is a significant difference in perception regarding how price promotion frequency affects the brand's perceived uniqueness and prestige. Additionally, our study indicates a marginal significance for the two groups' perception on if the brand appears cheap and the brand image benefits. Hence, this study cannot provide sufficient support for hypotheses 1 and 2. Hypothesis 3 cannot be confidently supported; however, results show marginal support in favour of it. Hypothesis 4 was supported in the full data-set analysis and the partial. In the next chapter, this study will discuss the practical and theoretical contributions of the results, cover limitations to the study and offer suggestions for future research.

5.1. Theoretical contributions

The current marketing landscape is highly saturated, to say the least. Marketers are in a perpetual state of seeking new ways to reach customers to compete with the vast number of actors. With small and medium sized retailers are in their pursuit to acquire new clients increasingly relying on permanent discounts (Liu et al., 2021). Both periodic and continuous price promotions have distinct implications. But despite the well documented negative effects on brand image associations and perceived product quality of too frequent use of price promotions (Blattberg & Neslin, 1989; Dodson et al., 1978; Raghurir et al., 1999; Villarejo-Ramos & Sánchez-Franco, 2005), its application is still very much prevalent. Current research in the fields of price promotion strategy seeks to understand its short-term and long-term effects on – but not limited to - profitability, brand image, brand equity, consumer choice and perceived product quality. With that in mind, the present research seeks to add to the existing literature by providing a direct comparison between continuous and periodic price promotion strategies. We provide a new, comprehensive way of comparing the effect promotions have on brand image and perceived product quality – whilst also quantitatively examining perceptions of the two promotion strategies. To our knowledge, this study is the first to entail the relationship between continuous and periodic price promotion strategies and their impact on brand image and perceived product quality, addressing a notable gap. This segment will examine how our evidence backed findings contribute to the existing literature.

Firstly, our study is consistent with previous literature indicating that promotions indeed negatively affect the brand's perceived uniqueness consumers' attitudes (Winer, 1986; Yoo et al., 2000). This research revealed findings that diverge from existing literature by highlighting that continuous promotion strategy had a more pronounced negative impact on promotion perception than periodic. Respondents in the first mentioned group agreed to the statements encompassing less perceived uniqueness and prestige to a higher degree than periodic. Consequently, it can be concluded that promotion type has a significant impact on brand-promotion perceptions.

A difference in perceptions in brand image and perceived product quality moderated by promotion frequency could however not be proven. Nevertheless, our results are consistent with previous research suggesting promotions negatively affect brand image. Brand image attributes and attitudes were found to be perceived somewhat negatively across both promotion groups. In the partial data analysis, it was also found an overarching negative perception on brand image benefits. Our results indicate that respondents, in both group A and B were generally neutral when evaluating the promotion's effect. Previous literature suggests a negative relationship between price promotions and perceived product quality (Chen et al., 1998; Lichtenstein et al., 1988; Yoo et al., 2000). This study's findings diverge from those reported in prior research. However, our study may differ due to potential ambiguity in the promotional visual presented, which could influence the respondent's perceptions. Consequently, the ambiguity may limit the applicability of our results to measuring perceived product quality adequately. Even so, this study contributes to the existing literature by establishing a foundational framework for future, comparative studies.

Secondly, in the partial data inclusion analysis, this study found a marginal significance between the two groups in their perception of if the brand appeared as cheap – as consequence of promotion strategy encountered. Previous literature suggests that too frequent use of promotions leads to reduced inferred quality and brand value (Raghubir et al., 1999; Valette-Florence et al., 2011). This study could not prove a significant difference between the two groups. However, there is an observable difference in attitude with group A agreeing to the brand appearing as cheaper to a larger extent than group B. With more quantifiable data, this hypothesis could potentially be built upon.

Finally, our study included a two-fold analysis of the accumulate data. One pertaining to a full inclusion of data points and one partial. It was found that across some constructs: *attributes, attitudes, perceived product quality, brand-fit and appeal* – the P-value was lower in the partial inclusion. These findings could signify a potential trend; however, the conclusions are constrained by the quantity of data. It would be of great interest for future researchers to build upon this foundational study.

5.2. Practical considerations

As covered in previous segments, this study provides theoretical contributions to the literature. It is equally important to understand the practical contributions which this study may provide. Understanding the effects of continuous and periodic promotions is crucial for middle-managers, CEO's and shareholders alike. Whilst the short-term benefits of increased profitability and market penetration may be an enticing reason to offer frequent discounts – the implications that may follow must be taken into consideration. The longevity of the brand image is imperative for a business to succeed. As previous research states, consumers may start associating the brand which indulges in too frequent promotional activity negatively (Blattberg & Neslin, 1989; Razy & Lajevardi, 2015; Yoo et al., 2000). This in turn puts the brand on a negative trajectory which ultimately could negate the benefits yielded from the short-term. For all stakeholders in the brand, these are important aspects and should be considered when constructing marketing and brand strategies. The present study provides insights on how continuous versus periodic promotions affect the brand's uniqueness, prestige and to some extent whether it appears as cheap. Whilst we could not confidently conclude that brand image and its related themes (attributes, benefits and attitudes) are significantly different depending on promotion – we encourage future researchers to add to the literature. The limitations and suggestions for future research will be discussed in the next segment.

5.3. Limitations and Future research

As mentioned, this study provides valuable insights into the realm of promotion strategies and its accompanying effects. It is understood that that there are limitations to the study that should be addressed and considered for present and future research. Firstly, future research should include a larger number of participants. One evident shortcoming to this study is the limited response rate to the experiment and a lack of variety amongst the respondents. The experiment was shared across multiple channels – ranging from students to retired people. However, the response rate amongst students was exceedingly low, likely due to “survey exhaustion”. In short, a larger sample could yield more definitive results and potentially different ones as well.

Another limitation this study would like to address are the visuals presented to the respondents. Considering the high error rate in the control question (participants answering the control question wrong) – there was a high number of people who did not interpret the promotion video accurately. This could be due to several reasons: the video could not be replayed which may have resulted in respondents not being able to recognize what type of promotion was displayed, the visual was not clear enough in communicating the promotion type or respondents skipped the video altogether. In short, future researchers should be vigilant about the clearness of the visual when conducting a similar experiment.

The present study is limited to two promotion strategies, continuous and periodic. Future research should seek to compare alternative promotion strategies as well – including non-sale and sale-oriented approaches. Managers have a wide range of tools available to increase sales and brand awareness (Gedenk et.al, 2010; Huff et al., 1999) - thus future research including the other alternatives would be greatly beneficial. One should also consider another approach when conducting the experiment. In this study, participants completed a digital survey which allowed us to conduct an analysis based on accumulated data. The online questionnaire was structured around multiple-choice questions on a 5 point Likert scale. An in-person, interview format where participants can express their thoughts and perceptions more granularly could provide for more nuanced data.

Moreover, future research should consider another approach when selecting statements for the online questionnaire. This study's statements were primarily based on previous literature on brand image by Aaker (1991) and Keller (1993) and perceived product quality by Garvin (1984). Different parameters, variables and constructs of variables could yield more insights. One such example could be to add purchase intention as a new dimension.

Finally, despite the evident limitations to our study – this study makes contributions to the existing literature, as described previously, to understanding the impact of continuous versus periodic promotion strategy on brand image and perceived product quality.ap

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APPENDIX A
Survey questions, Constructs, Ethics Approval

Construct	Measurement Items	Scale
<i>Brand Image Attributes</i>	<p><i>“I believe this brand offers good price information”.</i></p> <p><i>“I believe this brand’s product information is good”, “This brand seems to offer product worth paying for”</i></p> <p><i>“I would buy from this brand for personal use”</i></p>	<p>5 – Point Scale:</p> <ol style="list-style-type: none"> 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
<i>Brand Image Benefits</i>	<p><i>“I feel that this brand is trustworthy”</i></p> <p><i>“This brand seems reliable”</i></p> <p><i>“I feel like this brand offers good products”</i></p> <p><i>“I believe this brand offers a good deal”</i></p> <p><i>“I believe this brand offers comfortable beds”</i></p>	<p>5 – Point Scale:</p> <ol style="list-style-type: none"> 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
<i>Brand Image Attitudes</i>	<p><i>“This brand appears high-end”</i></p> <p><i>“I believe this brand is unique”</i></p> <p><i>“I believe this brand is memorable”</i></p> <p><i>“I feel a personal connection to this brand”</i></p> <p><i>“I feel like this brand resonates with my personality”</i></p>	<p>5 – Point Scale:</p> <ol style="list-style-type: none"> 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

<p>Perceived Product Quality</p>	<p><i>“I believe this brand offers well performing products”</i> <i>“I believe this brand offers product with good features”</i> <i>“This product likely meets my personal standards”</i> <i>“I believe this brand offers reliable products”</i> <i>“I believe this brand offers durable products”</i> <i>“I believe this brand offers good service”</i> <i>“I believe this brand’s products are of high quality”</i> <i>“Overall, I believe this brand offers good quality beds”</i></p>	<p>5 – Point Scale: 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree</p>
<p>Perceptions on promotion frequency</p>	<p><i>“The frequency of this promotion makes the brand seem less prestigious”</i> <i>“The frequency of this promotion makes the brand seem less unique”</i></p>	<p>5 – Point Scale: 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree</p>
<p>Perceptions on brand-fit and appeal</p>	<p><i>“The type of promotion offered by this brand aligns well with its quality”</i> <i>“The type of promotion offered by this brand aligns well with its brand image”</i> <i>“I generally like this type of promotion”</i> <i>“This promotion would positively influence me to purchase products from this brand”</i></p>	<p>5 – Point Scale: 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree</p>
<p>Perception on brand appearing “cheap”</p>	<p><i>“The frequency of this promotion makes the brand appear cheap”</i></p>	<p>5 – Point Scale: 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree Strongly Agree</p>

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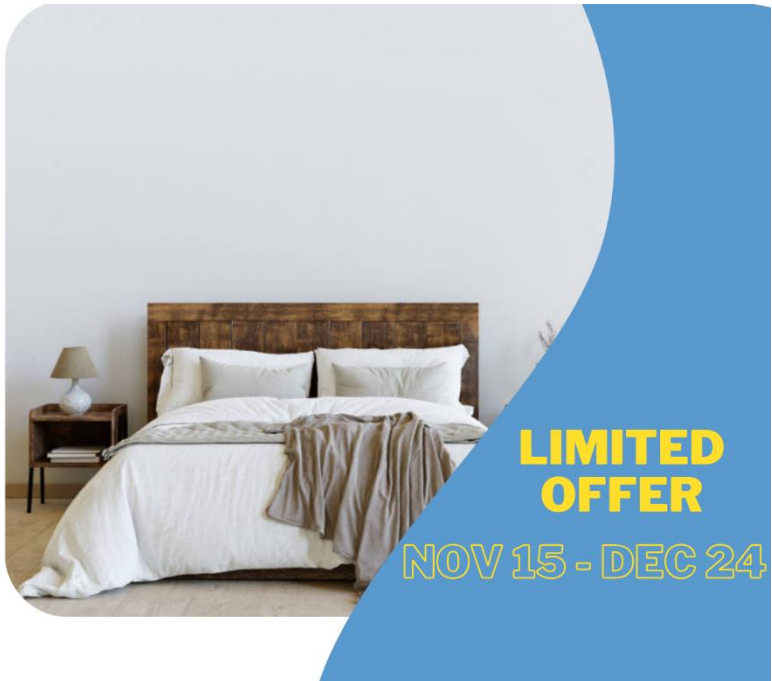
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NOV 15 - DEC 24

Ethics Committee of NOVA IMS

Ethics Committee
Till: Gabriel Wilhelm Malcolm Hallin; Teodora Szabo-Douat;
Kopia: Ethics Committee
Dear Gabriel Hallin,
Dear Professor Teodora Szabo-Douat,

Thank you for filling in the Research Ethics Checklist. After reviewing your request, you can proceed with the study as we do not foresee any major ethical concerns with the project.

Project No.: **DDMKT2024-12-181644**
Project Title: **The impact of continuous Versus Periodic price promotion strategy on Brand image and Perceived product quality**
Principal Researcher: **Gabriel Hallin**

according to the regulations of the Ethics Committee of NOVA IMS and MagIC Research Center this project was considered to meet the requirements of the NOVA IMS Internal Review Board, being considered **APPROVED** on 04/01/2025.


It is the Principal Researcher's responsibility to ensure that all researchers and stakeholders associated with this project are aware of the conditions of approval and which documents have been approved.

The Principal Researcher is required to notify the Ethics Committee, via amendment or progress report, of

- Any significant change to the project and the reason for that change;
- Any unforeseen events or unexpected developments that merit notification;
- The inability of the Principal Researcher to continue in that role or any other change in research personnel involved in the project.

Lisbon, 04/01/2025
NOVA IMS Ethics Committee
ethicscommittee@novaims.unl.pt

Cristina Oliveira
Gestora executiva do centro de investigação MagIC | Executive manager of the Information Management Research Center (MagIC)
Find out more about our research at <https://magic.novaims.unl.pt/en/>
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Data with purpose

Text format:

Dear Gabriel Hallin,

Dear Professor Teodora Szabo-Douat,

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