Abstract

The impact of price promotions has attracted substantial interest among scholars who seek to understand how people make everyday purchase decisions. While past research has shown that price promotions often translate into real economic savings, guide buying decisions, encourage trial of new products, and make consumers feel smart and good about themselves, other work has shown that price promotions can reduce perceived product efficacy, lower price expectations, increase price sensitivity, and negatively impact brand sales and consumer loyalty in the long run. In this session, I discuss findings from two projects that highlight additional potential downsides of price promotions, particularly with regard to consumption experience. Specifically, price promotions may decrease consumption enjoyment particularly when people consume the products that they have purchased at a discount after a delay (vs. immediately) following the transaction, as well as increase consumer impatience by invoking greater reward-seeking motivation.

Dr Leonard Lee is Associate Professor of Marketing and Dean’s Chair at the National University of Singapore (NUS) Business School. Prior to joining NUS in 2014, he was an Associate Professor of Marketing at Columbia Business School where he spent the first eight years of his academic career. His research focuses on investigating how emotional and cognitive factors influence consumer judgment and decision-making, public policy, and psychological wellbeing. He is also interested in understanding why and how consumers shop in real-world environments, and how experiential and environmental factors affect their shopping behavior. His research has been published in major academic journals such as the Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, and Psychological Science, and featured in popular media such as The New York Times, Financial Times, and The Wall Street Journal. His work has received several honors and awards such as the Paul Green Award (Finalist) for the best article published in the Journal of Marketing Research, the Franco Nicosia Best Competitive Paper Award from the Association for Consumer Research, and the Robert Ferber Award (Honorable Mention) from the Journal of Consumer Research.

He is an Associate Editor of the Journal of Consumer Research and the Journal of Consumer Psychology, a Co-Editor of the Journal of the Association for Consumer Research (Issue on “Consumer Emotions in the Marketplace”), and a previous Area Editor of the International Journal of Research in Marketing. At NUS, he teaches the Consumer Behavior module and a core doctoral seminar in Experimental Methods in Behavioral Research. Leonard holds a BSc in Computer and Information Sciences from NUS, a MS in Computer Science from Stanford University, and a PhD in Management (Marketing) from the MIT Sloan School of Management.

All interested are welcome.