

How Writing with Promotional Pens Affects Reactions to the Promoted Brand



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Short Abstract

Even if they use it, most consumers devote limited attention to promotional merchandise. In two laboratory experiments, we show that even incidental encounters with promotional merchandise (branded pens) can affect reactions to the promoted brand, specifically brand attitude, preference, willingness to pay and purchase intention. Notably, the effect only holds for unfamiliar brands, towards which consumers have not yet formed an attitude. Moreover, we find that at similar level of exposure, promotional merchandise outperforms billboards.



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