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### Article Analysis: Price Promotions Cause Impatience

#### **Research Question**

In their article “Price Promotions Cause Impatience,” Shaddy and Lee seek to determine the impact of tangible and provisional monetary incentives on consumer behavior and decision-making as a prominent marketing tool (118). Managers utilize price promotions on various occasions to improve sales, implement price discrimination, foster brand switching, clear their inventory, and raise the number of purchases (Weitz 34). Nonetheless, the impact of price promotions on the decisions that customers make is yet to be fully known (Wadhwa et al. 410). The main research question that Shaddy and Lee seek to answer in their study is whether the frequent implementation of price promotions alters the demeanor and judgment of customers in unexpected or unpredictable ways (118). The authors propose that consumers are incidentally exposed to price promotions, they tend to experience impatience, especially in unrelated settings. They base this assertion on the notion that the application of price promotions often results in reward-seeking among consumers as a state of motivation that causes them to become impatient.

#### **Research Methodology**

Shaddy and Lee employed a quantitative approach in their research design that entailed undertaking seven experiments (120-129). The first and second experiments sought to determine how the incidental exposure of consumers to price promotions can influence greater willingness among the clients to pay early, immediately, or in advance to avoid waiting. The objective of the

third, fourth, and fifth experiments conducted by the authors was to show how exposing customers to price promotions results in shorter wait times. In the sixth experiment, Shaddy and Lee sought to illustrate how the implementation of price promotions translates into a more significant urge among clients to break the rules to save on time taken to purchase and receive their commodities or services (118). The last experiment demonstrated the correlation between price promotions that are incidental and greater discounting present in an intertemporal choice that is consequential.

### **Conclusion**

According to Shaddy and Lee, price promotions are an exceptionally prominent marketing tool (129). This assertion implies that they are an essential component of the contemporary retail sector. In this regard, discerning the psychological impacts of implementing price promotions is both practically and theoretically significant. The authors found evidence on this account from the seven experiments they conducted to assess impatience resulting from the incidental exposure of consumers to price promotions. Based on this understanding, they concluded the incidental exposure of consumers to price promotions results in impatience. More specifically, consumers perceive price promotions to be cues for rewards, and as such, when they are exposed to these cues, they tend to enter a motivational state whereby they seek rewards impatiently. In this regard, even though price promotions may be opportunities for customers to save money, they may have a backfiring effect and cause clients to be worse off in the end when the impatience causes them to miss out on greater rewards later.

### **Relevance to Marketing Managers**

Marketing managers can utilize the findings of this study to reduce or improve impatience in specific situations strategically. For instance, airline passengers might decide to

purchase tickets and board planes more quickly after an announcement by the marketing manager that they can get travel discounts by using their credit cards. Alternatively, managers can also limit their utilization of price promotions in situations whereby there is uncertainty regarding the wait time to avoid customers standing in long lines, waiting for delivery, and expecting timely service simultaneously. Research by Li shows that there is a link between impatience and the decision by consumers to make a spontaneous purchase (655). In this regard, marketing managers can offer price promotions to clients in situations whereby they seek to foster spontaneous buying of services and products.

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