

A Sales Promotion That Works for Shoes May Not For Chocolate

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The Wall Street Journal:

Generally speaking, shoppers prefer bonuses (such as a buy one, get one offer) to discounts (50% off), even if the net price is the same. Among other reasons, “the perception is that they’re getting something free, and people just love” that, Arul Mishra, an assistant professor of marketing at the David Eccles School of Business at the University of Utah, tells the Health Blog.

Read the whole story: