

Solving the Mystery about Mystery Deals – How the Creation and Resolution of Mystery Deals Impacts Consumers' Purchase Motivation and Loyalty Intentions

Florian Brodschelm

University of Passau

Sebastian Schubach

University of Passau

Jan Schumann

University of Passau

Cite as:

Brodschelm Florian , Schubach Sebastian, Schumann Jan (2020), Solving the Mystery about Mystery Deals – How the Creation and Resolution of Mystery Deals Impacts Consumers' Purchase Motivation and Loyalty Intentions. *Proceedings of the European Marketing Academy*, 49th, (64364)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



Solving the Mystery about Mystery Deals – How the Creation and Resolution of Mystery Deals Impacts Consumers' Purchase Motivation and Loyalty Intentions

Abstract

Mystery deals, i.e., offers, whose identity is unknown to consumers until after the purchase and that are commonly offered at a discount, are widely used in today's marketing activities. Consumers appreciate mystery deals because they stimulate their curiosity, which in turn increases their purchase motivation. However, little is known about how consumers react (a) to the price of the mystery deal and (b) to the revelation of mystery deals, especially, when the revealed product or service does not meet their preferences. We find that both curiosity and price attractiveness explain the increased purchase motivation of mystery deals. After the revelation of the mystery, mystery deals also trigger higher loyalty intentions, but only if the revealed product matches with consumers' preferences. Our results provide new theoretical insights on mystery deals as well as actionable implications for managers.

Keywords: *mystery deals; curiosity; retail promotions*

Track: Pricing & Promotions