

# The Attraction Effect in Consumers' Response to Coupon Promotions

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### **Abstract**

Coupon promotions are ubiquitous and enjoy great popularity on both sides, among marketers and consumers. The current research investigates whether, when, and why the construction of a set of promotional coupons can evoke an attraction effect wherein consumers' reactions to a target coupon (e.g., "save 20% today with coupon A") are more favorable when it is distributed along with an inferior decoy coupon (e.g., "save 10% tomorrow with coupon B")—that is dominated by the target coupon—than when it is distributed alone. A series of four studies, including online studies and a field experiment, provides substantial empirical evidence of the existence of the effect and sheds light on the mechanism underlying this phenomenon. In addition, considering a context-specific moderator, the studies reveal that the effect is stronger among price-conscious consumers.

**Keywords:** *Coupon promotions, attraction effect, price discounts*

**Track:** *Pricing & Promotions*