Are All Teasers Created Equal?

The Effectiveness of Sampling Experiences on Inducing Consumers’ Desire for the Target Product

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ABSTRACT

Marketers commonly invite consumers to experience samples (e.g., view sample pages from a book) to induce their desire for the target product (e.g., the book). We study two hitherto neglected and potentially important factors that influence the effectiveness of such sampling experiences, one about the environment (physical location of the sample) and one about the consumer (prior expectation to consume the target product). We propose that sampling experiences will be more effective in inducing consumers’ desire for the target product if the sample is located outside (rather than inside) the target product, and if consumers have no prior expectation (rather than have a prior expectation) to consume the target product. Six studies, involving both direct and indirect sampling experiences, supported these propositions and provided process evidence that these two factors operate through a common underlying variable: perceived overlap between sampling experience and experience of the target product.