

Free can catch me : empirical studies on the effects of premium and free-trial promotions on consumer behavior

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Free Can Catch Me

Empirical Studies on the Effects of Premium and Free Trial Promotions on Consumer Behavior

Charlotte Rolef

1. While price cuts are always worth the pronounced discount, premiums can be worth much more than they cost and thus outperform price cuts (*this dissertation, Chapter 2*).
2. Managers focusing on increasing secondary demand should consider premiums, while managers aiming to increase primary demand should choose price cuts because of their strong quantity effects (*this dissertation, Chapter 2*).
3. Apparently, consumers predominantly value the ability to use the service free of charge (*this dissertation, Chapter 3*).
4. Contrary to the general belief that a free trial does not hurt unit sales, our analysis suggests that it may reduce the number of subscribers (*this dissertation, Chapter 3*).
5. Writing a PhD implies moving 2 steps forward and 1 step backward. It takes time, persistence, and effort to get there.
6. While writing this dissertation, I encountered endless situations in which I felt like driving in the pouring rain, sometimes forced to stop on the side. Luckily, after rain there will always be sun!
7. Conducting research in marketing quickly teaches you that rationality is not a human being's strongest character trait. Definitely an intriguing aspect of research in the field.
8. Management is about moving fast even though you may not feel good about it. Afterwards, you always wish you had moved even faster (*Irene Rosenfeld, manager of Mondelez*).
9. Was lange währt wird endlich gut!
10. Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great (*Mark Twain*).