A STUDY ON CUSTOMER PREFERENCE TOWARDS COUPON CODE BASED ON DIGITAL MARKETING WITH SPECIAL REFERENCE TO COIMBATORE CITY

Mr. A. David

Assistant Professor Department of Commerce with Professional Accounting,Dr N.G.P Arts and Science college, Coimbatore.

Ms. P. Sherin Gladis

Student of III B.Com. (PA), Department of Commerce with Professional Accounting,Dr. N.G.P Arts and

Science college, Coimbatore.

ABSTRACT

The study investigated customer preference towards coupon code facilities provided in Coimbatore city. Coupon type of marketing is for customers to redeem coupon to get discounts on products and services. The descriptive research design serves as the study's foundation. Both primary and secondary data were used in the study's analysis. A questionnaire was used to gather primary data, and numerous publications, articles, and the internet were used to gather secondary data. A sample of 120 participants was chosen at random to participate in the study, and they completed a survey form to collect data on their preference towards coupon code.

Keywords: Coupon code, Digital marketing, Customer preference, Price, Offer.

INTRODUCTION

With today's technological environment, the various shops are providing Coupon code promotional activities to promote their product and achieve more customers. Coupons may encourage customers to spend more. Coupons include E- Coupons also. Consumers are prevented from responding to in-store promotional conditions by coupons. Under lowest price, consumers choose brands on the combined basis of all available promotion coupon and shelf price discounts.These types of digital marketing attract new customers as well as to retain existing customers. Coupon type of marketing is for customers to redeem coupon to get discounts on products and services. Digital coupons are advertising through social media and email also. This study focus on Coupon based promotional activities in Coimbatore city. The study motive is the preferences towards Coupon code based digital marketing. The development of digital marketing is inseparable from technology development. It was Ray Tomlinson during the year 1871, sent an email and his well acknowledged technology pavedthe way for people

to receive and send information, data and files through different machines. In modern years, coupon has also been used as an important tool in marketing campaigns, and promotional campaigns including retailer-customized coupons (for the best customers only and customized to fit their preferences) have been progressively used to build customer loyalty.

STATEMENT OF THE PROBLEM

Coupon code plays a vital role in attracting customers but conducting research on consumer preference towards coupon code is very less. This study is conducted to study the customer preferences towards coupon code. Too many shops are providing coupon facilities nowadays to increase their sales. Coupon facilities more offers, discounts but every coupon has limited time to expire. Expired coupons are not found to be useful. Many customers won't use coupons to the fullest.

SCOPE OF THE STUDY

Discount coupons that can be used on digital platforms are considered an important competitive tool. As the technology advances and changes, the customer's perception and preferences also change. And nowadays, it also influenced customer's purchase intention. This study aims to measure how customers perceive digital coupons and how it influences their purchasing behavior of a customer.

OBJECTIVES OF THE STUDY

1. To study the coupon code promotional activities based on digital marketing.
2. To examine the results of Coupon code Digital marketing.
3. To identify the customer preferences towards coupon code.
4. To analyze the customer preferences towards coupons and bring out the results.

RESEARCH METHODOLOGY

Research Design   - Descriptive research design.

Source of Data   - Primary data & Secondary data.

Sampling Technique - Convenient sampling technique.

Sampling Size   - 120 respondents.

         Area of the Study   - Coimbatore city

         Tools used for Analysis

o   Simple percentage analysis.
o   Likert scale analysis.
o   Ranking Correlation.

LIMITATION OF STUDY

- The area of study is limited to Coimbatore city.

- The number of respondents is limited to 120 respondents.

- The tools here we used are limited to simple percentage, likert scale analysis, Rank correlation, so we may

not know the accurate percentage.

REVIEW OF LITERATRE

Janani Rajasekar, John Britto (2022)[1], Coupons are becoming an essential and mandatory component of retail. Coupons were initially developed as a technique for manufacturers to influence a customer's buying decision in a retail setting. Consumers can benefit from coupons by receiving fantastic discounts and bargains. Coupons help in attracting April 2022 new customers. Coupons based promotional activities player a major role so it should be in healthier way that both companies and costumer should be beneficial. Coupon are a profitable portion of most retailers' promoting blend. Coupons have ended up an imperative and required portion of retail. Customers are demanding them now from every retailer.

Preeti Nayal and Neeraj Pandey (2020)[2], Preeti Nayal and Neeraj Pandey conducted study on Digital Coupon Redemption: Conceptualization, Scale Development and Validation. The purpose of their study was to develop a reliable and valid scale for measuring digital coupon redemption. They used reliability analysis, exploratory factor analysis. They suggested to replicate the scale development process with consumers in a developed country for future research. They suggested to replicate the scale development process with consumers in a developed country for future research.

SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. It particularly useful method of expressing the relative frequency of survey responses and other data.

TABLE 1
TABLE SHOWING CAUSE OF INFLUENCING THROUGH COUPON CODEOF THE RESPONDENTS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENAGE (%)
1	Cost	23	19.2
2	Offer	54	45
3	Brand	28	23.3
4	Others	02	1.7
TOTAL		**120**	**89.2**

(Source: Primary Data)

---

[1] Janani Rajasekar, John Britto. Coupon Based Promotional Activities in Garment Retail Shop. International Journal of Recent Advances in Multidisciplinary Topics. Volume 3, Issue 4,. ISSN (Online): 2582-7839. Page No: 65to 68

[2] 7 Preeti Nayal and Neeraj Pandey. Digital Coupon Redemption: Conceptualization, Scale Development and Validation. Australasian Journal of Information Systems 2020, Vol 24, Research Article. Page No.: 1 to 22.

INTERPRETATION:

From the above table we came to know that, 19.2% of the respondents are attracted by cost which influences coupon code, 45% of the respondents are influenced through Offer, 23.3% of the respondents are influenced through Brand, and 1.7% of the respondents are influenced through Others.

TABLE 2

TABLE SHOWING CAUSE OF CUSTOMER LOYALTY

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
1	Free Samples	25	20.8
2	Free Gifts	23	19.2
3	Free offer for buying another product	64	53.3
4	Others	8	6.7
TOTAL		120	100

(Source: Primary Data)

INTERPRETATION:

From the above table we came to know that, 20.8% of the respondents have customer loyalty because of Free Samples, 19.2% of the respondents because of Free Gifts, 53.3% of the respondents because of free offer for buying another product, 6.7% of the respondents because of Others.

TABLE 3

TABLE SHOWING WHICH ATTRACTS THE MOST WHEN BUYING

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
1	Buy One Get One	44	36.67
2	Discount Coupons	57	47.5
3	Price back Promotion	8	6.67
4	Cash back Promotion	11	9.16
TOTAL		120	100

(Source: Primary Data)

INTERPRETATION:

From the above table we came to know that, 36.67% of the respondents prefer Buy One Get One when buying, 47.5% of the respondents prefer Discount Coupons, 6.67% of the respondents prefer Price back promotion, and 9.% of the respondents prefer Cash back Promotion.

TABLE 4

TABLE SHOWING FREQUENCY OF PURCHASE THROUGH DIGITAL PLATFORMS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
1	Weekly Once	11	9.2
2	Monthly Once	73	60.8
3	Rarely	32	26.7
4	Others	4	3.3
TOTAL		120	100

(Source: Primary Data)

INTERPRETATION:

From the above table we came to know that, 60.8% of the respondents are purchase Monthly once through Digital Platforms, 26.7% of the respondents purchase rarely through Digital Platforms, 9.2% of the respondents purchase Weekly Once through Digital Platforms, 3.3% of the respondents purchase Other Platforms.

LIKERT SCALE

Likert scales are the most broadly used method for scaling responses in research studies. Research questions that ask you to indicate your level of agreement, from strongly agree or highly satisfied to strongly disagree or highly dissatisfied, use the likert scale. In Likert scale method, a person's attitude is measured by combining (additional or averaging) their responses across all items

TABLE 5

TABLE SHOWING UTILIZATION OF COUPON TO THE FULLEST

S.NO	PARTICULARS	NO.OF RESPONDENTS	LIKERT SCALE (X)	TOTAL (FX)
1	Strongly Agree	15	5	75
2	Agree	33	4	132
3	Neutral	37	3	111
4	Disagree	33	2	66
5	Strongly Disagree	2	1	2
TOTAL		120		386

(Source: Primary Data)

INFERENCE:

Likert Scale value 3.22 is greater than middle value (3), so the respondents have agreed that they utilize the coupon to the fullest.

TABLE 6

TABLE SHOWING IMPACT ON RESPONDENTS PURCHASE

S.NO	PARTICULARS	NO.OF RESPONDENTS	LIKERET SCALE (X)	TOTAL (FX)
1	Strongly Agree	15	5	75
2	Agree	30	4	120
3	Neutral	52	3	156
4	Disagree	20	2	40
5	Strongly Disagree	3	1	3
	TOTAL	120		394

(Source: Primary Data)

INFERENCE:

Likert Scale value 3.28 is greater than the middle value (3), so the respondents have agreed that coupon code create a impact on customer's purchase.

RANK CORRELATION:

A rank analysis is any of several statistics that measure an ordinal association, the relationship between ranking of different ordinal variables or different ranking of the same variables, where a "ranking" is the assignment of the labels "first", "second", "third", etc., To different observation of a particular variable. A rank analysis measures of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of object because two different objects can have the same ranking. The ranking themselves are totally ordered.

TABLE 7

TABLE SHOWING RANK OF FACTORS ATTRACTS THE MOST ON FIRST PURCHASE TO GET COUPON

FEATURES	1	2	3	4	5	TOTAL	RANK
Affordable Price	70(5)	43(4)	5(3)	1(2)	1(1)	540	1
Offers	30(5)	67(4)	21(3)	2(2)	0(1)	485	2
Discounts	4(5)	4(4)	50(3)	50(2)	21(1)	307	3
Quality	3(5)	1(4)	37(3)	54(2)	25(1)	263	4
Brand	12(5)	5(4)	9(3)	20(2)	74(1)	221	5

(Source: Primary Data)

INFERENCE:

In the table 6 it is understood that Affordable Price is ranked as 1, Offers is ranked as 2, Discounts is ranked as 3, Quality is ranked as 4, Brand is ranked as 5. **Majority of the respondents ranked affordable price as a first factor which attracts the most on first purchase to get coupon.**

FINDINGS, SUGGESTIONS, CONCLUSION:

FINDINGS

PERCENTAGE ANALYSIS

- 45.8% of the respondents aware of coupon code through Advertisement.
- 71.6% of the respondents prefer Online Coupons.
- 82.5% of the respondents says coupon code influences purchase intention of customers.
- 45% of the respondents influences purchase intention through coupon because ofOffers.
- 60.8% of the respondents are purchasing monthly once through Digital Platforms.
- 57.5% of the respondents purchase for 501-1000.
- 33.3% of the respondents use coupon through credit cards.
- 53.3% respondents are builds customer loyalty through Free offer for buying anotherproduct.
- 47.5% respondents are attracted through Discount Coupons.

LIKERT SCALE ANALYSIS

- The respondents agree that they utilize the coupon to the fullest.
- The respondents agree that coupon code create a impact on customer's purchase.
- The respondents satisfied of using coupon code.
- The respondents agree neither agree nor disagree that they build loyalty towardsparticular shop
-

RANK CORRELATION:

- The respondents ranked Affordable price as a first factor which attracts the most onfirst purchase to get coupon.

SUGGESTION:

- Coupon code type of digital marketing helps to attract customers to purchase and buymore.

- Providing more discounts and offers helps to retain customers and build customerloyalty.

- Nowadays with advanced technology and in digitalizing updates helps the customers toprefer online coupons.

- Coupons attract the customer and it is also the driving force to increase the sales andproductivity

CONCLUSION:

The study looked into the customer preferences towards coupon code based on Digital Marketing. Mobile coupons that is, Online coupons have raised and increased value of Digital Marketing. These kind of promotional activities helps to boost Sales as well satisfaction of customers. The customer references ends with result of attracting customersthrough Online Coupons. The study discovered that, the coupons are influencing through Price, Offers, Brand, Discounts, and Quality. Customers are attracted through coupons andinterested to purchase by means of offers, deals, so it also retains the existing customers and build up brand loyalty.

REFERENCE:

1. Janani Rajasekar, John Britto. **Coupon Based Promotional Activities in Garment Retail Shop**. International Journal of Recent Advances in Multidisciplinary Topics. Volume 3, Issue 4, ISSN (Online): 2582-7839. Page No: 65to 68

2. K. Clarinda [Reg No (19231281062006)], Dr. R. Christina Jeya Nithila. **A STUDY ON CONSUMERS' PREFERENCES TOWARDS ONLINE COUPON CODE BASED PROMOTIONAL ACTIVITIES**. Joa.gurnalof Xi'an Shiyou University, Natural Science EditionISSN : 1673-064X. VOLUME 18 ISSUE 8 August 2022. PageNo:33-45.

3. GREG SHAFFER AND Z. JOHN ZHANG. **COMPETITIVE COUPON TARGETING**. INFORMS is collaborating with JSTOR to digitize, preserve and extend access to Marketing Science. This content downloaded from 91.167.187.73 on Tue, 19 Oct 2021 07:55:46 UTC. Page No: 395 to 416.

4. Dr. S. Sheela Rani," Customer relationship managements", Margham publications

5. Abishek Das, "**APPLICATIONS OF DIGITAL MARKETING**", Published by Bpbpublications.

6. P. Ravilochanan, "**RESEARCH METHODOLOGY**", Margham publications.
7. Leon. G. Schiffmon, Joseph wisenblit, S. Ramesh Kumar,"Consumer behavior",Pearson India education services ltd.
8. https://asmp.gfer.org
9. https://ijaem.net