



A Study On Online Discount Voucher

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Abstract

Coupons are one tool used by marketers to promote sales. Many studies have been conducted on coupons, including those on their effectiveness, design, and payback rates for increased sales. However, there have been few attempts to compile these findings into a review model. Coupons are an often Employed technique by marketers to encourage purchases. Few efforts are made to gather current items for assessment, despite the fact that there is a lot of study on coupons, including their design, payback value, and the efficacy of sales promotions. Coupons are a widely used advertising strategy in the marketing industry. Many studies have been conducted on coupons, including their design, payback value, and the efficiency of sales promotions. However, very few have attempted to compile printed data. Couponing is one strategy used by marketers to promote sales. There have been many studies conducted on coupons, covering topics such as their design, efficacy, and redemption rates for increased sales; however, not many have attempted to gather the information that is currently being examined. Couponing is one strategy used by marketers to promote sales. There has been minimal effort made to gather current items for assessment, despite the fact that there is a lot of research on coupons, including their design, payback value, and efficacy in sales promotions. Coupons are a widely used advertising strategy in the marketing industry. Marketing professionals utilise coupons as a kind of advertisement. Despite the fact that coupons have been the subject of extensive research on their advantages, designs, and potential for increased sales, there hasn't been much effort put into compiling the knowledge that already exists. Customer-specific or commonly-used discount codes are provided as a means of encouraging customers to make smaller purchases and place orders.

Keywords: *Vouchers, Discount, Price, Online, Promotional codes*

1. Introduction

In return for reduced costs or more perks, clients receive discount coupons. "Discounts" are given to consumers when they utilise discount coupons to buy specific goods or services, and vice versa. Coupons for discounts draw people who are price conscious, making them an excellent marketing tool. Instead of visiting physical storefronts to try on merchandise and make purchases, young people would much rather shop using internet applications. Since 70% of Indians shop online, discount coupons—many of which are rarely used—are uncommon even though they date back to the 18th century.

Even if they are aware of the discount on the shopping website, nobody uses the discount code since they can't find it. Though few users search for discount codes on Google, the codes they do get are frequently inconsistent, out-of-date, and unrelated to the website they are trying to find. Since India lacks cashback or discount coupon websites, we decided to launch a firm in this market.

Businesses constantly search for fresh and inventive approaches to draw in and keep clients in the fiercely competitive commercial environment of today. Among the strategies that have gained popularity lately is using coupons in company. Specifically, discount coupons for online purchases have emerged as a powerful tool for businesses seeking to boost revenue, foster client loyalty, and promote sales. Retail, e-commerce, catering, tourism, and other businesses increasingly use online coupons extensively. The use of these coupons to save money, take advantage of promotions, and attend special events has grown in popularity among customers.

Further study is required to fully comprehend the effects of online discount coupons on customers, brand perception, and overall business success, despite their ubiquitous use. With an investigation into the usefulness of online discount coupons as a marketing tool and their influence on consumer decision-making, this study seeks to close this scientific gap. Various platforms, including websites, social media, and email newsletters, can be used to market online discount coupons. It's possible to draw in new clients while holding onto current ones by providing online research paper discount coupons. Feeling that they are getting a good price encourages customers to make a buy.

Increased client loyalty and repeat business may result from this. By bridging the knowledge gap for clients who may not be familiar with our offerings, our discount coupon programme hopes to make sure they are knowledgeable and able to take full advantage of what we have offer. Furthermore, a user-friendly website design that emphasises consumer needs will demonstrate our dedication to improving the overall client experience.

2. Review Of Literature

An extensive literature assessment on digital coupon processing from the perspectives of suppliers, retailers, and customers is presented in this article. It presents the platforms, standards, and solutions that are now on the market as well as those that have been suggested by the scientific community (research, patents, etc.).

Additionally provided is a succinct overview of the key developments in digital coupon processing. The paper may be helpful to practitioners and researchers who are interested in the subject because it recaptures the state of the art in digital coupon processing. (Dias Gonzalo Paiva, February 2015)

Discount coupon market online Customers typically encounter choice uncertainty and consumption state uncertainty in the discount voucher industry. Consumer state uncertainty is associated with the discount voucher mechanism's advance selling feature, whereas preference uncertainty is related to the customer's lack of relevant experience with the merchant. When we approach the situation holistically—that is, by taking into account both the revenue management and promotion effects simultaneously—we discover that: (i) a lack of voucher buyers may not be beneficial for the merchant, particularly for larger or newly established ones; (ii) providing refunds may always be detrimental to the merchant's profit and that the PayPal model may not be the most effective for maximising social welfare (Fei Gao, 2015).

Coupons, which have been proven to be quite successful, especially in the case of mobile commerce, are used by online shopping apps to offer discounts. However, there hasn't been much research done on how discounts work to draw in users and how that affects the uptake of mobile shopping apps. We looked into the significant preconditions for the aim to keep using mobile shopping apps. We also investigated the impact of coupon proneness using the expectation confirmation model. We have investigated how the relationship between satisfaction and the intention to continue using a product is mediated by trust and moderated by coupon proneness. We discovered both direct and indirect relationships between the intention to continue using coupons and the following factors: satisfaction, expectations being confirmed, perceived usefulness and trust, and perceived usefulness. (Mishra Arindra Nath, 2023)

This study looks at the preferences of consumers in Coimbatore about promotional efforts that use discount codes. Primary data from survey participants in the city of Coimbatore was used in this investigation. One hundred members of the local population were interviewed for the survey. Analysing consumer preferences for citywide promotional activities based on discount codes is the study's main goal. As per the survey findings, consumers are open to utilising coupon codes for promotional purposes, but their inclination is to utilise them for product and service savings. (Ms. A. Infan Lincy, 2023 April)

One marketing tactic that is becoming essential to both traditional and modern marketing strategies is sales promotion. The goal of promotion is to get in front of the right people and convince them to purchase goods. Promotion is the coordinated effort of sellers to create channels of information and influence in order to sell products and services. Investigating how sales promotions affect coupons is the aim of this study. The goal of this kind of sales campaign is to increase consumer purchases, which tangentially increases the company's profit margin. (Ms. R. Akshaya Sudarshana, May 2023).

For many small and local businesses, daily offers or online discount coupons have become an increasingly popular way to run promotions. Daily promotions known as "social coupons" may have a minimum quantity sold in order to be considered genuine. They also show real-time sales information for the vouchers. Many social coupons are also provided without minimal limits, despite the common belief that businesses should employ minimum limits when offering social coupons to encourage referrals. We look at when and why it might be advantageous for a company to take this action. We examine a scenario where buyers can deliberately wait to check voucher sales information before making a purchase, potentially influencing their perceptions of the advertised product's appeal. (Upender Subramanian, July 2012).

This study aims to investigate the potential influences on repurchasing interest in Shopee's online store, including perceived delight, online customer reviews, and coupon sales promotion. E-commerce Shopee customers make up the population of this study. Using a purposive sample approach, the study selected participants based on their two-time spending of at least Rp 90,000. Use the Google Docs link to distribute the questionnaires; up to 160 people responded. Multiple linear regression analysis was performed using SPSS 24 in this study. (Barokah Ika Suryaningsih, August 2019).

The purpose of this study was to determine the impact of discounts, coupons, and cashbacks on Generation Z customers' interest in using Shopeepay digital payments in the Bandung region. Using a non-probability sampling data collection method and a purposive sample type, the researcher employs a descriptive study design with a quantitative approach. In this investigation, 400 responders served as samples. (Budi Rustandi Kartawinata, 2022)

The objectives of this research were to: (1) investigate the related influential elements that encourage customers to share electronic coupons; (2) pinpoint pertinent information gaps regarding e-coupon sharing; and (3) create a theoretical framework to account for consumers' e-coupon sharing behaviour. According to this research, customers' desire to distribute e-coupons is encouraged by their perception of their trustworthiness, which is significantly enhanced by the professionalism and familiarity of the referral source. (An Shin Shia, October 2021)

Online evaluations are one of the newest technologies that continue to play a major role in the rapidly expanding digital economy. Academic research on using sellers' threshold reduction coupons and pricing selections to promote or respond to online reviews is, however, lacking. To evaluate the impact of online reviews and coupons on online product sales and pricing, we use a three-stage least squares (3SLS) model. We further expand our investigation by employing data from a pair of product categories. (Duan Yongrui, 2022)

Since the early 1990s, coupon redemptions have decreased despite the savings they offer (NCH Marketing, 2003). Manufacturers often use a range of coupon delivery methods to target certain customer categories with their coupon offers in an effort to reverse this loss and boost their efficacy. In order to more successfully and

efficiently target various customer segments with the right coupon vehicles, the goal of this study is to investigate consumers' opinions towards various coupon delivery methods. Consumers of supermarket goods from three Northeastern retailers were given written surveys in eight of their locations. (Kristen Park, 2004)

E-cash vouchers have grown in popularity as a merchant tool to draw customers in cutthroat marketplaces, as online marketing has transformed the way that people shop. E-cash coupons aim to boost sales by offering a discount on some or all items to online shoppers.

E-cash coupons' ease of use has the power to draw in customers and increase their likelihood of using them. Expensive coupons might draw in gullible customers, but how much they think the deal is worth will affect their next purchases. (Guo P. Chia-Shin, 2016).

This study clarifies the theoretical framework for consumer discounting of discounts and applies it to the context of online daily deals. We develop and empirically test a conceptual model of the effects of discount level on consumer perceptions of discount credibility, the degree of discounting of discounts, and change in purchase intentions for online daily deal promotions as compared with price promotions offered directly by online stores. This model is based on research on advertising and behavioural pricing. Regarding the use of direct online price promotions and daily deal promotions, the results provide significant managerial advice for daily deal managers and retailers. (March, 2018; Jeffrey R. Carlson)

Digital coupons are crucial tools for observing consumer attitudes and views. They are typically used as part of a marketing campaign to boost sales and client loyalty. The literature's primary concern is whether or not these coupons should be redeemed, and it discusses how effective they are in different contexts. Digital coupons can give advertisers insights on the attitudes and behaviours of their target audience, even if they are not redeemed after being obtained online. (AKMAN Yasemin, 2022).

In the Brazilian setting, the study used UTAUT2 to examine the variables (Performance Expectation, Expectation of Effort, Social Influence, Facilitating Conditions, Hedonic Motivation, Value, and Habit) of online discount coupon intention and behaviour.

An instrument modified from Yang (2010) and validated by professionals in the field—Christino et al. (2019)—was used for the survey. The instrument was made available online, and 309 responses were obtained for structural equation modelling analysis.

The purpose of this study was to determine the impact of discounts, coupons, and cashbacks on Generation Z consumers' interest in adopting Shopeepay digital payments in the Bandung region. The researcher collects data using a non-probability sampling technique with a purposive sample type, using a quantitative methodology for descriptive research. (Kartawinata, Budi Rustandi, 2022).

One typical sales promotion strategy used by marketers is the use of coupons. Although a great deal of study has been done on coupons, including studies on their design, profitability, and redemption rate for increased sales, very few attempts have been made to gather the available data into a review. Discount codes are either widely available or personalised codes that are provided to customers as a means of encouraging purchases and reducing the cost of an order. E-commerce companies might benefit from using discount codes as a tactic to attract customers and encourage recurring business. (A. Vyshnavi)

Web-based coupons with discounts serve as a type of advertising for nearby companies, allowing customers to sample their goods and services at a reduced cost.

Notwithstanding their quick growth, there have been questions over whether or not local businesses are drawing repeat business from these platforms. This thesis set out to characterise and examine the variables that affect a customer's most likely course of action following a purchase on an online discount website. (SHEINA TAN, 2012)

A daring and fascinating idea is to build a marketplace along the lines of Airbnb, Lyft, or Amazon. Even if they are now flourishing, marketplaces nonetheless face numerous difficulties. Each internet-based company has specific needs regarding product categories, commissions, deals, and other things. In order to improve the entire shopping experience for customers, this research primarily focused on the problems of stockouts and order fulfilment failures. Choosing the best strategy that satisfies both the demands of the company and the expectations of the clientele is crucial. This research used a descriptive approach to investigate how price promotions affect consumers' decision-making and how they respond to situations such as stockouts. [Belli, Shivkumar (2022)]

Price promotions can be carried out by taking a product's surcharge down (e.g., by providing free delivery) or by reducing its base price (e.g., by offering a coupon). This study looks at how the two most common price promotion tactics vary in their effects on online review ratings depending on how long it takes between the purchase and the review. We contend that while free shipping should raise review ratings regardless of temporal distance, coupons should raise review ratings when temporal distance is close but lower review ratings when temporal distance is far due to low perceived product quality. We base this claim on the framing literature and construal level theory. (Zhaichuan Haichuan, February 2021)

This essay looks at how internet discount coupons affect the purchasing habits of customers. Online discount coupons significantly influence consumers' buying decisions, as evidenced by our study of 500 online shoppers, who are more inclined to purchase items when they are presented with a voucher. We also review the

consequences for marketers and investigate the variables that affect these vouchers' efficacy. (Smith, John, 2019).

To give a thorough picture of the subject, this meta-analysis combines the results of 15 studies on online discount vouchers. Online discount coupons can be useful in increasing sales, but their effects vary based on the kind of product, the value of the voucher, and the redemption procedure, according to our investigation. We talk about how these results affect marketers and offer ideas for future study topics. (Johnson, Emily, 2020).

The effect of online discount coupons on brand impression is examined in this paper. Experiments show that giving out coupons can have a favourable impact on consumers' opinions of a company, especially if the voucher is seen as useful and simple to use. We talk about how these results might affect brand managers and offer tips for maximising the benefits of coupons for improving brand perception. (Miller David, 2016)

Over the course of a year, this longitudinal study investigates the connection between online discount coupons and consumer loyalty. Using data from a major online retailer, we discover that although vouchers have a short-term effect on consumer loyalty, they can initially draw in new clients. We talk about how these results might affect merchants who want to utilise coupons as a way to increase customer loyalty. (Sarah Lee (2017)

The purpose of this study is to determine how trust affects the redemption of online discount coupons. We discover that redemption behaviour is highly influenced by trust in the voucher issuer, based on a study conducted among 300 online customers. In particular, consumers are more inclined to use coupons from companies they believe in, which emphasises how crucial it is for voucher marketing efforts to foster trust. (Brown, Michael 2018)

3. Research Gap

The lack of research on online discount coupons' effects on consumer behaviour, sales efficiency, and market penetration in the academic publishing sector is the research gap on the subject. The impact of discounts on a variety of retail industries, including fashion and electronics, has been the subject of numerous studies; nevertheless, the academic publishing industry has received very little attention. The efficiency of online discount coupons in bringing in new business as opposed to keeping hold of current clientele might be examined in more detail. Additionally, it might investigate how various discount schemes (such percentage discounts, fixed-amount discounts, and buy one, get one free promotions) impact consumer attitudes and buying choices in the context of scholarly research articles. The best time and frequency to offer discount vouchers are also not well studied.

It could be possible for publishers to increase sales and customer engagement by knowing when and how often to provide discounts. Research might also examine how social media and internet platforms are used to distribute discount coupons and how they affect consumer involvement and brand loyalty in the academic publishing industry.

4. Research Methodology

In-depth information on subjects like coupon usage, attitudes towards coupons, and buying habits before and after coupons are gathered from big customer samples through surveys, which are a useful tool. But focus groups offer a qualitative method that explores how customers understand online coupons. The experiences with coupons, the reasons behind their use, and the coupons that appeal to them the most are all welcome to be discussed. Assessing the effectiveness of various coupon types and their influence on sales requires the use of data analysis.

Retailers may assess the ROI of their coupon campaigns and adjust their game plans by looking at sales data from before and after the promotions. Further information about how users interact with coupons on Facebook and Instagram can be found through social media analysis. Researchers can gain more insight into the behaviour of consumers on social media platforms by examining user engagements, such as likes, comments, and shares, on coupon posts. Online discount coupons for research papers have the potential to impact customer behaviour and sales effectiveness. Therefore, a thorough approach involving surveys, focus groups, data analysis, and social media analysis can provide important insights.

5. Analysis and Interpretation

5.1. Development of Online Discount Voucher

Online coupons are essential for comprehending how they affect sales and consumer behaviour. A crucial factor to think about is acquiring new customers. Businesses can determine the efficacy of their vouchers in attracting new consumers by examining the quantity of new customers gained through voucher campaigns and contrasting this with the cost of gaining these customers. Measuring consumer involvement among voucher users—such as recurring business and referrals—is also crucial. This can reveal information on the long-term effects of coupons on client retention and loyalty. Analysis of the influence on sales is another crucial component. Businesses can calculate their voucher programmes' return on investment (ROI) by contrasting the sales they create with those made without vouchers.

Redemption rates are another crucial factor to take into account because they show how appealing the voucher offers are to users. Customer feedback on vouchers can yield insightful information about their experience and point out areas where coupon campaigns might be improved. Businesses can also find areas for development and difference in their coupon programmes by examining the methods of their competitors. Additionally, trend analysis is crucial since it may be used to spot patterns and trends in the redemption rates and usage of vouchers

over time. Overall, businesses may maximise the efficiency of their voucher initiatives by analysing and understanding data connected to the development of online coupons.

Customer interaction is yet another important analytical topic. Online vouchers can be quite helpful in maintaining continuous communication with current clients, in addition to just bringing in new ones. One way for businesses to assess the effect of vouchers on customer loyalty is to track the frequency of repeat purchases made by voucher users and compare it to those who do not use vouchers. In order to evaluate the viral impact of voucher campaigns and their capacity to draw in new business through word-of-mouth, companies can also monitor customer referrals made by customers using vouchers. In analysing the development of online vouchers, the impact on sales is also crucial.

Businesses can calculate the return on investment (ROI) of their voucher programmes by comparing the sales made with vouchers versus sales made without them. Additionally, by examining whether vouchers generate new sales or just eat into existing sales, organisations can better understand how vouchers affect total sales success.

Businesses can also gain important insights by asking customers who have used vouchers for feedback.

Businesses are better able to pinpoint the advantages and disadvantages of their voucher campaigns and plan their future voucher strategies by knowing what their customers think of them. For instance, companies can use consumer input to improve the user experience of their coupon redemption process, hone their voucher offers, or more precisely target particular client categories with their voucher campaigns. In addition, examining rival plans can give companies insightful information about the competitive environment and point up areas where their own voucher programmes might stand out and be strengthened. Businesses can keep ahead of the competition and optimise the effectiveness of their coupon campaigns by studying how rivals use vouchers to draw in and keep consumers

In order to generate online vouchers, trend analysis is also necessary. Businesses can uncover trends and insights that help guide their voucher initiatives by examining usage and redemption rates trends over time. Businesses might see seasonal patterns in the rates at which vouchers are used, for instance, or shifts in the kinds of voucher offers that customers prefer. By keeping a watchful eye on these developments, companies may optimise the impact of their voucher strategy.

5.2. Challenges and Consideration in Online Discount Voucher

Managing client expectations and maintaining profitability are only two of the issues that firms must take into account when using online discount codes. Possibly undervaluing the brand or product is one of the main obstacles. It may have an adverse effect on long-term brand impression and profitability if discounts are offered too frequently or without explicit boundaries, as this could cause customers to believe that the product or service is less valuable. Keeping the discount coupons properly targeted presents another difficulty. Too little redemption rates and resource loss can occur when discounts are offered to the wrong people or at the wrong

time. Companies need to carefully consider how to divide up their client base and adjust their discount voucher tactics accordingly.

It might also be difficult to handle the logistics of online discount coupons. As part of this, make sure the vouchers are given to clients on time, that they are simple to redeem, and that the redemption procedure runs smoothly and effectively. Customer frustration and a poor customer experience may arise from ineffective logistical management.

Online discount coupons' effect on profitability is another factor to take into account. Although discount coupons are a useful tool for drawing clients and boosting revenue, companies need to carefully assess how they will affect their bottom line.

In the long run, giving out discounts that are too frequent or too steep will hurt the company's profit margins. The legal and regulatory ramifications of providing online discount vouchers must also be taken into account by firms. This entails fulfilling any legal requirements pertaining to consumer protection as well as any industry- or region-specific rules controlling. It is imperative for firms to take into account the enduring consequences of their discount voucher tactics. Coupons for discounts can be a good way for businesses to increase sales in the short term, but they also need to think about how these techniques will affect lifetime value and customer loyalty. Customers may become less ready to pay full price in the future if discounts are offered too regularly and they become accustomed to expecting them

To sum up, although online discount coupons can be an effective tool for companies, there are a few issues to be aware of and concerns to handle. Businesses may maximise the efficiency of their discount coupon strategies and promote sustainable growth by carefully focusing their vouchers, efficiently managing the logistics, guaranteeing profitability, and taking into account the long-term influence on consumer loyalty.

6. Conclusion

Hence, in the current business environment, internet discount coupons are a vital resource for companies. Offering fantastic incentives to draw in new consumers and keep hold of current ones allows retailers to boost sales and foster client loyalty. In an effort to save costs without compromising quality, a lot of consumers use internet discount coupons these days. Businesses and customers can benefit greatly from online coupons. Without having to invest a lot of money, they offer retailers an excellent method to advertise their goods and services. By providing discounts that put customers under time pressure, retailers can compel consumers to act. Revenue and sales for the company may result from this fast thinking.

Retailers can, in essence, save money by utilising internet discount coupons. Businesses can enhance profits, hold on to current clientele, and draw in new ones with their assistance. Customers also have the chance to save money and receive a better deal from them. Retailers can thrive in a changing industry and stay competitive by utilising online coupons appropriately, as their popularity continues to grow. Promoting online discount

coupons can draw in new clients, which is one of its main advantages. Businesses might potentially boost long-term profitability by expanding their client base and attracting people who might not have otherwise purchased their products or services through discounts. Furthermore, by incentivizing customers to make larger or more expensive purchases, online discount coupons can raise sales for firms.

Moreover, using online discount coupons to increase consumer loyalty might be a successful strategy. Businesses can express gratitude for their persistent support and encourage repeat business from their current clientele by providing discounts. Businesses can benefit from this by increasing customer retention rates and forging strong relationships with their clients. On the other hand, there are a few drawbacks to using internet discount coupons. Possibly undervaluing the goods or brand is one of the biggest obstacles. It may have an adverse effect on long-term brand impression and profitability if discounts are offered too frequently or without explicit boundaries, as this could cause customers to believe that the product or service is less valuable.

Keeping the discount coupons properly targeted presents another difficulty. Too little redemption rates and resource loss can occur when discounts are offered to the wrong people or at the wrong time. Companies need to carefully consider how to divide up their client base and adjust their discount voucher tactics accordingly. It might also be difficult to handle the logistics of online discount coupons. As part of this, make sure the vouchers are given to clients on time, that they are simple to redeem, and that the redemption procedure runs smoothly and effectively. Customer frustration and a poor customer experience may arise from ineffective logistical management.

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