CUSTOMER'S PERCEPTION ON DIGITAL COUPON CODE BASED SALES PROMOTIONAL ACTIVITIES

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ABSTRACT

A digital coupon is a discount code for a product or service that is either transmitted or stored online.. Digital coupons are manufacturer or store coupons redeemed electronically and do not require printing. Shoppers can digitally clip the coupons and redeem at the register with their phone number. This coupons are discounts and promotions to retailers and existing customers. They are directed at consumers and usually share a percentage of discounts, free shipping or some other form of discount decided by the retailer. E-coupons can be used to attract coupon-prone consumers, increase product visibility and encourage the customers' for repeat purchase. This study is focused on customer's perception on digital coupon code based sales promotional activities. The main objectives of the study are to identify the perception and satisfaction of digital coupon code based sales promotional activities in Pollachi Taluk. The data collected from 120 respondents through structured questionnaire in Pollachi Taluk. Convenient sampling method was used for collection of data.

Key words : Digital coupon, Sales promotional and Customers

INTRODUCTION

Today digital coupon codes are best sales promotional activities. It can depend on a variety of factor, such as perceived value of the offer, ease to use and the overall experience of the customer. A well - executed sales promotional campaign that can help to create positive perception among customers and increase brand loyalty. A coupon (also promo code or voucher) is a single code that represents a discount. In the online shopping context, a coupon code is a string of computer-generated letters and numbers that a customer can enter at the checkout to receive a discount or another effect. Coupons can take various forms they can be public codes for a board target group or personalized and unique coupon codes assigned to specific customers. Digital coupons codes are a popular tool used by businesses to attract the customer's. Digital coupons used for gifts, discounts, offers, credit points and promotions offered by an online store to current or prospective customers.

OBJECTIVES OF STUDY

1. To study the socio economical profile of the digital coupon code users
2. To identify the perception and satisfaction of digital coupon code based sales promotional activities in Pollachi Taluk.

METHODOLOGY

1 Source of data

The present study is based on both primary and secondary data. The primary data is collected with the help of structured questionnaire. The secondary data is collected from the books, magazines, websites and journals etc,

ii. Sampling method

The study is concerned with Customer's perception of digital coupon code-based sales promotional activities. The questionnaire collected from 120 respondents in Pollachi Taluk. Convenient sampling techniques were used for the collection of data.

iii. Framework of analysis

The present study aims to know about the level of Customer's perception on digital coupon code-based sales promotional activities. The collected data from the respondents have been analyzed through simple percentage method, Chi square test and Weighted Average Ranking Method.

REVIEW OF LITERATURE

Yasemin AKMAN et al., (2021), in "A study on customer perception and attitude towards digital coupons", aimed to find out to branding and creating likability and contribute to deepening the brand customer relationship The data was collected from 50 respondents through Random sampling method. The Google form was used to analyse the data. In this study the result was concluded, the analysis was revealed that the impact of digital coupon on online purchase behavior should be considered from a holistic perspective.

An Shin Shia et.al (2021), in "Social marketing of electronic coupon under the perspective of social sharing behaviour". The objective of the study was exploring the correlated influential factor that promotes consumers sharing behaviors of electronic coupons. The data was collected from 200 respondents through Questionnaires sampling method. The Average variation was used to analyze the data. In this study, the result was, the felling of credibility is an important key variable to encourage consumer purchasing behaviour.

K. Clarinda (2022), is entitled on "A Study on consumer's preferences to words online coupon code based promotional activities". The objective of the study was to analyze the preference and behaviour of the respondent towards promotional activities in apparel stores. The data was collected from 92 respondents through Convenience sampling method. The ANOVA was used to analyze the data. In this study, the result was concluded, the consumer mostly prefer buy-one-get-one-free promotions, discount coupons, price-off promotions, counter display promotions, membership programs, demonstration and cash back promotions.

I. RANK THE BENEFITS OF USING COUPON CODES

WEIGHTED AVERAGE RANKING METHOD

FACTORS	1	2	3	4	5	6	7	8	9	10	TOTAL	RANK
Fixed price coupon	40	18	80	77	84	75	48	48	34	19	523	I
Free giveaways	10	45	56	105	48	70	92	54	32	13	525	II
Festival offers	40	27	120	91	96	75	40	45	36	11	581	III
Friends & family discount	120	72	160	70	72	50	40	12	28	20	644	IV
Promo code coupon	110	81	152	70	78	95	16	39	20	12	673	V
Mystery Deals	170	135	104	91	114	35	8	21	22	16	716	VI
Buy One Get One	140	162	56	133	30	55	88	42	14	3	723	VII
Percentage Offer	110	315	56	42	72	20	40	54	16	9	734	VIII
Flat dollar amount offer	200	108	104	105	84	45	48	15	20	10	739	IX
Automatic Coupon	260	117	72	56	42	80	60	30	18	7	742	X

In this method the benefits of using coupon code are taken for calculating weighted average ranking method. So many factors are taken for these methods. They are: Percentage offer, buy one get one, Automatic coupon, Mystery deals, Flat dollar amount offer, Promo code coupon, Friends & Family discount, Festival offers, fixed price coupon and free giveaways.

Among the benefit of using coupon code, fixed price coupon is first rank. The second rank is free giveaway. The third is Festival offer and followed by Friends & family discount, Promocode coupon, mystery deals, Buy one get one, Percentage offer,Flat dollar amount offer and finally Automatic coupon.

The majority of the respondents are using the coupon code for the reason of Fixed price so get First rank.

II.CHI-SQUARE ANALYSIS

AGE

In order to identity the association between the age and level of satisfaction of the digital coupon code users, the following hypothesis is formulated.

H0: There is no significant association between age and level satisfaction of the Digital Coupon Code users

AGE OF RESPONDENT AND LEVEL OF SATISFACTION ON DIGITAL COUPON CODE USERS

AGE	LEVEL OF SATISFACTION			TOTAL
	LOW	MEDIUM	HIGH	
Below 20 Years	5(23.8)	14(66.66%)	2(9.52%)	**21**
20 – 30 Years	13(18.3%)	39(54.93%)	19(26.77%)	**71**
30- 45 Years	1 (8.14%)	8(54.88%)	5(36.98%)	**14**
Above 45Years	0(0%)	12(85.71%)	2(14.27%)	**14**
TOTAL	**19**	**73**	**28**	**120**

Sources: Computed

d.f: 6 Calculated X^2 Value :9.468 Table value @ percent level:12.519

Out of 120 respondents, 71(59.16%) users belong to the age group 20-30 years, Of them 19(26.77%) have high level satisfaction, 39(54.93%) have medium level of satisfaction, and remaining 13(18.3%) of them have low level of satisfaction while digital coupon code.

In the group Below 20 years there are 21(17.5%) users, of them 2(9.52%) have high level of satisfaction on digital coupon, 14(66.66%) have medium level of satisfaction and remaining 5(23.8%) have low level of satisfaction while digital coupon code.

Of 14(11.66%) users, whose age is 30-45 years, of them 5(36.98%) have high the level of satisfaction on Digital Coupon code, 8(54.88%) have medium level of satisfaction and remaining 1(8.14%) have low level of digital coupon code.

In the last group there are14(11.66%) users whose age is above 45 years. Of them 2(14.27%) high level of satisfaction on digital coupon code, 12(85.71%) have medium level of satisfaction and none of them have low level of satisfaction

The percentage of users with the high level of satisfaction is high with those users whose age is above 45 years and the percentage of users with the low level of satisfaction is high with those users who age is 30-45 years. Hence, it is observed that users whose age is above 45 years are having high level of satisfaction about digital coupon code. However, the calculated chi-square value is greater than the table value at five percent level, there exists a no significant between age and level of satisfaction. Therefore, the null hypothesis is accepted.

GENDER

In order to identity the association between the gender and level of satisfaction towards digital coupon code users, the following hypothesis is formulated.

H0: There is no significant association between gender of users and level of satisfaction of the Digital Coupon Code users

GENDER AND LEVEL OF SATISFACTION ON DIGITAL COUPON CODE USERS

GENDER	LEVEL OF SATISFACTION			TOTAL
	LOW	MEDIUM	HIGH	
Male	6(14.30%)	26(61.90%)	10(23.80%)	**42**
Female	13(16.05%)	47(60.25%)	18(23.7%)	**78**
TOTAL	**19**	**73**	**28**	**120**

Sources: Computed

d.f: 2 Calculated X^2 Value :11.6 **Table value @ percent level:5.991**

Out of 120 users, 78(65%) are female users. Of them 18(23.7%) have high level of satisfaction on digital coupon code, 13(16.05%) have medium level of satisfaction and the remaining 47(60.25%) have low level of satisfaction on digital coupon code.

Of 42(35%) male users, 10(23.7%) users have high level of satisfaction on digital coupon code, 26(61.90%) have medium level of satisfaction and the remaining 6(14.30%) have low level of satisfaction on digital coupon code.

The percentage of users with the high level of satisfaction is high with female users and the percentage of customers with the low level of satisfaction is high with male customers. Hence, it is observed that male users are having high level of satisfaction about digital coupon code. However, the calculated chi-square value is greater than the table value at five percent level, there exists a significant between age and level of satisfaction. Therefore, the null hypothesis is rejected.

MARITAL STATUS

In order to identity the association between the Marital status and level of satisfaction of the digital coupon code users, the following hypothesis is formulated.

H0: There is no significant association between Marital status of customers and level of satisfaction of the Digital Coupon Code users

MARITAL STATUS AND LEVEL OF SATISFACTION ON DIGITAL COUPON CODE USERS

MARITAL STATUS	LEVEL OF SATISFACTION			TOTAL
	LOW	MEDIUM	HIGH	
Married	2(5.71%)	24(68.57%)	9(25.72%)	**35**
Unmarried	17(20%)	49(57.64%)	19(22.36%)	**85**
TOTAL	**19**	**73**	**28**	**120**

Sources: Computed

d.f: 2 Calculated X^2 Value :3.802 **Table value @ percent level:5.991**

Out of 120 users,85(70.83%) are unmarried users, of them 19(22.36%) have high level of satisfaction on digital coupon code users, 49(57.64%) have medium and 17(20%) have low level of digital coupon code users.

Among the 35(29.16%) are married users, of them 9(25.72%) have high level of satisfaction, 24(68.57%) have medium and remaining 2(5.71%) have low level of satisfaction on digital coupon code.

The percentage of users with the high level of satisfaction is high with those users who are unmarried and percentage of users with the low level of satisfaction is high with those users who are married. Hence, it is observed that users who are unmarried are having high level of satisfaction about digital coupon code. However, the calculated chi-square value is less than the table value at five percent level, there exists a no significant between age and level of satisfaction. Therefore, the null hypothesis is accepted.

AREA

In order to identity the association between the area and level of satisfaction of the digital coupon code users, the following hypothesis is formulated.

H0: There is no significant association between area of customers and level satisfaction of the Digital Coupon Code users

AREA OF RESPONDENT AND LEVEL OF SATISFACTION ON DIGITAL COUPON CODE USERS

AREA	LEVEL OF SATISFACTION			TOTAL
	LOW	MEDIUM	HIGH	
Rural	13(15.11%)	51(59.30%)	22(25.59%)	**86**
Urban	6(17.65%)	22(64.70%)	6(17.65%)	**34**
TOTAL	**19**	**73**	**28**	**120**

Sources: Computed

d.f: 2 Calculated X^2 Value:.873 **Table value @ percent level:5.991**

Out of 120 users, 86(71.67%) are residing rural area. Of them, 22(25.59%) users level of satisfaction on digital coupon code is high, 51(59.30%) users level of satisfaction on digital coupon code is medium and the level of satisfaction on digital coupon code is low.

The remaining 34(28.33%) are residing in urban area. Of them 6(17.65%) users level of satisfaction on digital coupon code is high, 22(64.70%) users level of satisfaction on digital coupon code is medium, and remaining 6(17.65%) users level of satisfaction on digital coupon code is low.

The percentage of users with the high level of satisfaction is high with those users who are residing rural area and the percentage of users with the low level of satisfaction is high with those users who are residing rural area. Hence, it is observed that users who are rural area are having high level of satisfaction about digital coupon code. However, the calculated chi-square value is less than the table value at five percent level, there exists a no significant between age and level of satisfaction. Therefore, the null hypothesis is accepted.

FINDINGS OF THE STUDY

I.PERCENTAGE ANALYSIS

- Majority 70(58%) of the respondents are 20-30 years age group.
- Majority 78(65%) of the respondents are female.
- Majority 85(70%) of the respondents are unmarried.
- Majority 86(72%) of the respondents are residing rural areas.
- Most of the 47(40%) respondents are having qualification of post graduate.
- Most of the 72(60%) respondents are students.
- Majority 78(65%) of the respondents are nuclear family.
- Majority 49(41%) of the respondents are earning below 20,000.
- Majority 50(41%) of the respondents are social media.
- Majority 93(78%) of the respondents are use of the coupon code is yes.
- Majority 41(34%) of the respondents are buy one get one.
- Majority 34(28%) of the respondents are place of coupon code garments.
- Majority 78(65%) of the respondents are usage of coupon in a year up to 2.
- Majority 102(85%) of the respondents are coupon code-based sales simulate to repeated purchase is yes.
- Majority 97(81%) of the respondents are coupon code-based sales helps to increase sales used is yes.
- Majority of the respondents are using digital coupon code for the benefit of fixed price coupon so get first rank.

II. CHI-QUARE TEST

1. AGE

Chi-square result revealed that there is significant association between age of customers and level of satisfaction of users towards digital coupon code users.

2. GENDER

Chi-square result revealed that there is significant association between gender of customers and level of satisfaction of users towards digital coupon code users.

3. MARITAL STATUS

Chi-square result showed that there is no significant association between marital status of customers and level of satisfaction of users towards digital coupon code users.

4. AREA

Chi-square result showed that there is no significant association between area of customers and level of satisfaction of users towards digital coupon code.

5. EDUCATIONAL QUALIFICATION

Chi-square result showed that there is no significant association between educational qualification of users and level of satisfaction of users towards digital coupon code.

6. OCCUPATION

Chi-square result revealed that there is no significant association between occupation of users and level of satisfaction of users towards digital coupon code.

7. TYPE OF FAMILY

Chi-square result revealed that there is significant association between type of family of users and level of satisfaction of users towards digital coupon code.

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SUGGESTION

The following are the important suggestions to improve their customer's satisfaction towards Digital Coupon Code.

- To provide high percentage of offers to increase the sales.
- Use unlimited time offers.
- Provide undamaged products.
- Coupon code time of validity should be increase.
- Create a customer reward program.
- Offering digital coupons to first time users. It can encourage them to browse about store and it stimulates them into repeat purchase.

CONCLUSION

The result of this study indicates that the consumers' preference in the order of mostly prefers fixed price with coupon, buy-one-get-one offer and festival offers etc. According to the users' opinion, reduces the respondent's expenses through the purchase of product using coupon code. From the study, it is clear that most of the consumer prefer digital coupon code system. Because consumers can save money when used coupons for buy their necessities. Providing coupons will be the best solution for sales promotion who wishes to quality products at a reasonable price.

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