

AN OVERVIEW:

Promotion is the use of communication to persuade customers to purchase products or services. All kinds of communication are eligible, from print ads on posters to online commercials on social media. A promotion in business more particularly refers to a deal that is provided on a product or service in order to increase sales. They frequently refer to brief sales or tying agreements when a certain good or service can be purchased for less than usual cost or combined with an additional. A piece of printed paper known as a coupon enables you to receive a product for free or at a discounted price. You can get complimentary entrée by using the voucher. When checking in, please display this coupon to get the discounted price. To receive 10% off your bill, present the discount coupon to the waiter.

Coupons have become a crucial component of marketing efforts in recent years, and retailer-specific promotional programmes with customised coupons (for the best clients exclusively and according to their interests) are being utilised more frequently to foster client loyalty. According to Venkatesan & Farris (2012), personalised coupons boost marketing promotion efficacy and produce favourable financial results. A smart digital marketing technique that helps to increase client loyalty, boost revenue, and establish a brand is a discount code. Data on coupon usage has become essential knowledge for many. e-commerce algorithms powered by AI that forecast user behaviour.

The competitiveness in internet retail has increased as a result of this rapid expansion. Online merchants offer a promotional mix, such coupons and reward points, in this fiercely competitive climate, much like traditional retailers do, but the combination has certain special benefits for online retailers. Online stores, for instance, are able to track customer transactions conveniently, issue coupons instantly, and quickly convert customer transaction amounts into reward points. These benefits were categorised by Chen (2016) into three categories: lower costs for marketing and advertising, incentives for consumers to participate and buy online, and efficient impulse-buying triggers.

In light of these benefits associated with customer buying behavior, prior research has mostly examined the impact of individual promotion techniques on financial success. (e.g., Levy, Webster, and Kerin 1983; Yue and Chaturvedi 2000). For instance, buyers can access online coupons immediately, which encourages them to make purchases and results in a favourable correlation between price promotion and revenue. (e.g., Lu et al. 2013; Sigala 2013). Another

way to improve consumers' online shopping experiences is through incentive programs, such as point- and incentive-based premiums and gifts and cumulative discounts or rebates based on purchase quantity. (Breitenbach and Van Doren 1998).

A variety of factors, such as promotion strategies, interactions with other marketing mixes, consumer traits, product categories, etc., may contribute to the fact that not all promotion mixes have the same level of positive influence on customer purchasing behaviour. Therefore, this study concentrated on product categories as the moderating factor for the impact of marketing on level in the fashion sector. Previous studies have shown that one of the factors causing the various effects of advertising tactics is the product categories. (e.g., Banerjee 2009; Sun 2005). The fashion sector is divided into well-defined categories, such as women's clothing, men's wear, active wear, etc., on which fashion companies base their informational and general marketing tactics. It is crucial for managers to comprehend how different promotion strategies affect retailer performance by product category and to adopt various promotional strategies in accordance with their efficacy.

In general, coupons and reward points had a beneficial effect on order totals, according to our major findings. Coupons, however, had a greater impact on order totals than did reward points between the two promotion types, demonstrating that the type of promotion used affects how effective the offer is. Additionally, we discovered that product categories reduced the negative effects of promotions. Consumers in the kids'/life and sports categories, for instance, were more likely to order more products with coupons, whereas consumers in the men's category were less inclined to do so. Interestingly, though, customers in the men's category were more likely to place larger orders when they had access to reward points.

Inspiring people to purchase a good or service is the goal of the promotion mix. Examining whether coupon campaigns cause customers to change their purchasing habits is the purpose of this paper. The premise depends on how consumers feel about coupons and whether they're prepared to adjust their purchasing plans as a result of the coupon. We set out to find out if promotions, particularly coupons, were successful in encouraging customers to buy goods they otherwise wouldn't have without the presence of such a promotion.

Electronic coupons (e-coupons), a well-liked advertising tactic, are made possible by the higher Internet connection and easier Internet access. (Blundo, Cimato, & De Bonis, 2005). Additionally, "m-coupons," which are electronic coupons given via mobile phone, are also

growing in popularity (Danaher, Smith, Ranasinghe, & Danaher, 2015). However, there are questions over whether using electronic coupons effectively increases customer purchase intent and boosts customer happiness.

Non-monetary coupons are ones like "Buy one, Get one free," whereas monetary coupons are those that provide a percentage or a dollar amount off the retail price.

(Raghubir, 2004). Additionally, the lifespan of coupons can vary, thus it would be interesting to investigate how this variance might influence consumers' purchasing intentions.

Fewer research have examined the effects of electronic/digital coupons despite the fact that there are many studies on the topics of coupons and purchase intention. According to several researchers who have looked at this new coupon format, electronic/digital coupons are better for consumers because they need less effort to use than traditional coupons (mailed-in, in journals, etc.) (Chiou-Wei & Inman, 2008).

The trade-off between perceived quality and perceived sacrifice has an impact on perceived value, and these theories claim that price increases perceived quality as well as perceived sacrifice (the sacrifice of paying more). Consumers believe that a high price indicates a high quality goods. According to the price-quality-value model (Monroe and Krishnan 1985) and the means-end model (Zeithaml 1988), buyers should believe that products with greater price discounts are of poorer quality.

The effects of price reductions on perceived product or service quality, however, have produced mixed findings, according to studies. A high price discount led to an impression of a high-quality goods, according to Huang et al. (2014) and Rungtrakulchai (2013), while Garretson and Clow (1999) discovered a negative association between a high price and a view of a low-quality product.

No correlation between price reductions and product quality was established by (1998a). These contradictory findings may be due to the fact that the price-quality-value model and the means-end model only take into account the immediate effects of price, although price reductions have an affective effect that may result in pleasant sentiments. The value expression (self-perception of being a savvy or good consumer), exploration (stimulating to discover a variety of new products due to the price promotion), and entertainment benefits were identified by Chandon et al. (2000) as the hedonic benefits of price promotions.

BENEFITS OF USING COUPON ON BUYERS AND SELLERS:

Since consumers have grown more price aware as a result of the economic crisis, coupons are popular for purchases from both online and brick-and-mortar retailers. Also, coupons are advantageous for both consumers and company owners. Coupons are in demand because the cost of all goods and services has dramatically increased.

These are some justifications for why using coupons is advantageous to both consumers and company owners:

FOR BUYERS:

Purchase more things:

While using coupons to purchase their essentials, wise shoppers can save a significant number of money. When you buy in quantity during the coupon's validity period, you may be able to take advantage of coupons offered for products you frequently purchase. It is particularly advised for products with a long shelf life and frequent usage, such as soaps, shampoos, tissues, and the like. Bulk purchases enable you to avoid making frequent trips to the store, saving you time and money.

Additionally, some promotions provide clients who purchase in bulk a wholesale price, which is less expensive. As a result, buying things in bulk is much more cost-effective than doing so individually. Also, you can utilise the money you saved from using a discount or coupon to purchase another good or service.

Access dream goods:

Sometimes a product's price needs to be reduced if you want it badly enough to buy it. Using coupons enables you to purchase items that initially seem out of your price range. Using the coupon can considerably assist you in finding things at a reduced cost that you actually want. Yet, purchasing an item from an online retailer with a coupon does not automatically imply that it is already of poor quality or defective. That simply implies that you receive the same quality for a less expensive price.

Also, you can use coupons for online e-commerce companies to purchase your desired item from wherever you are. Coupons for a certain product can occasionally be used to make purchases from any online retailer. As a result, you'll be able to select from the participating online retailers while purchasing your ideal product.

Spend less:

You'll discover that you've saved a lot when you take into account the initial amount of goods you purchased using coupons. Even 10% off of any item you purchase is a significant savings, especially on more expensive things. Also, even though it initially seems unnecessary, discounts that build from purchases—whether they are just 5% off or less—are significantly higher. Hence, regardless of how little of a discount your coupon offers, if it adds up, you get to save and spend minimally.

The ideal moment to use coupons:

On sometimes, coupons are provided. Customers would therefore seize the chance to shop when there was a chance to use coupons. This makes it easier for customers to schedule their shopping or grocery-buying activities, which results in the ideal moment to use coupons that entitle them to discounts, freebies, and other benefits.

Maybe they avoid spending a lot while they wait for the ideal occasion to use coupons that have a specified date for their intended use. For instance, if you have a coupon for a discount on a dress that is only valid during the winter, you will probably wait till then to use it.

FOR SELLERS:

Retains current clients while luring new ones:

By providing coupons, you may both retain your current clientele and draw in new ones. Virtually everyone is constantly looking for stores that can help them save money or provide them excellent deals. Market competition is really fierce today. When your rivals sell the same high-quality goods for significantly less money or employ enticing promotions, it might be difficult to retain clients for life.

Customers will be drawn to visit your store more frequently and buy more goods if you offer coupons. Yet, if your store doesn't have any coupons accessible, customers will probably move on or visit rival businesses that do.

Helps dispose of outdated products:

Items that may only have a few months left before they expire should be thrown away as soon as possible to minimise further losses when they can no longer be utilised or consumed properly. Coupons can prevent you from wasting your products once they have passed their expiration date. Budget-conscious buyers will be drawn to outdated products on shelves that are sold for a significantly lower price or with freebies. Such items ought to be paired with coupons to speed up sales without jeopardising consumer safety.

Since consumers love to access and use coupons, you can use it not only to discard expiring products but also to introduce or advertise the product itself. Consequently, utilising coupons to remedy this can serve two purposes.

Spend less on advertising:

An additional advantage of a coupon is that it promotes your brand or business. As discounts will also serve as advertising, your costs for marketing on other platforms can be decreased. You can include your company name, address, and other crucial details that clients should know in your coupons. By doing this, your company will be acknowledged with discounts or freebies that will undoubtedly entice more clients and boost sales.

More people will see and come across your coupons if they are dispersed around, which will draw them to your store. Use your metro's resources to finance a coupon in order to reach more potential customers rather than erecting all those tarpaulins over it.

Assist in locating potential clients:

Customers will write their names, addresses, phone numbers, and other information directly on the coupons. This information will help you determine the types of customers and the areas of your store where a particular product is most frequently purchased. Also, this will give you a database on your customers, which could be quite helpful in determining the kinds of goods most

suited for your particular place of business. Moreover, it will also act as one of the bases on future expansion of business where there are a considerable number of potential clients.

1.2.1 DIGITAL COUPONS (MODERN METHOD):

When comparing performance side by side, digital does seem to lead in some performance parameters. Generally, it draws more customers than print does. Digital coupons are thought to be 35% more effective than paper ones at attracting new customers. Also, as digital material has the ability to be more dynamic than print, it may help retain current clients.

Digital is also the best option for increasing brand recognition. Its advantage over print is mostly due to how simple, quick, and easy dissemination is. Big data is good at reaching large numbers of people with little effort. Additionally, the collection of contact information by brands through digital discounts enhances the reach of email marketing, newsletter advertising, and social media engagement. Mobile-connected consumers can be successfully targeted for digital returns through SMS, email, social media, the web, wallets, and apps.

About 1,200 American consumers were surveyed by Code Broker for their most recent Mobile Coupon Consumer Research Report to gain insight into how they reacted to digitally delivered coupons. 25% of respondents who were asked whether they would utilise a text message voucher claimed they would do so within three days, and 60% said it would only take a week.

PAPER COUPONS (TRADITIONAL METHOD):

Paper coupons are still widely used today despite the development of digital coupons over the past few decades. According to a trend assessment released by the Knowledge Network, 44% of the market for coupons is made up of print coupons. According to a second study by ATM Research, 80% of internet users surveyed still look for and use paper coupons they receive in the mail and various print subscriptions. The majority of all coupons redeemed at big merchants are traditional print coupons; in fact, 8 out of 10 of them. To put this into perspective, NCH Marketing discovered that 60 million digital coupons were redeemed in comparison to 270 million print coupons in the same year.

Due of their better return on investment than digital coupons, paper coupons are preferred by retailers and manufacturers. A larger ROI is obtained from print coupons than from digital ones

because they are used less frequently. According to data, the ROI for print coupons may be up to 18% greater than for digital discounts. This is because the simplicity of using digital coupons actually results in a reduction in the amount of money the discount generates per sale.

1.3 COUPON CODE :

A coupon code, often known as a promo code, is a unique string of characters used on e-commerce websites to receive a special deal or discounted price on an order. Coupon codes are available through adverts, after spending a certain amount on all transactions, or as a reward for a referral from an existing client. Coupon codes may be used while adding an item to your online shopping basket, depending on the website.

1.4 NEED FOR STUDY:

Companies today utilise a variety of promotional strategies to boost sales and profits. Promotional activities based on coupons are important, therefore they should be done in a way that benefits both businesses and customers. The majority of retailers' marketing strategies include profitable couponing.

1.5 SALES PROMOTION :

This framework holds that manufacturer decisions regarding communication and promotion have an impact on store decisions, and vice versa. These decisions made by the manufacturer and the retailer have an impact on the brand, category, store, and customer performance of the retailer, which ultimately has an impact on the manufacturer and retailer decisions. This framework guides the decisions that retailers make on price promotion, non-price support (such as display), coupons, price, advertising, loyalty programmes, and brand type (i.e., national vs. private label brands). This framework was primarily concerned with how loyalty and discount programmes affected brand-level performance in the setting of e-commerce. Consumer perception and behaviour with relation to these promotions and bargains are influenced by different promotion techniques and how deals are framed. Retailers must comprehend how various consumers react to various promotions because the success of the offer can vary among product categories.

Given that consumers use both offline stores and online websites, they are increasingly using multiple channels. Therefore, it is crucial to understand how to market to consumers by utilising the features of online channels so that consumers can receive information that is customised to their needs. Considering product category effects in the context of online retailing, we collectively expanded the pre-existing theoretical framework. We specifically suggested a research model in which the total value of online coupons and the total value of online reward points individually affect order amounts and where the effects of the two promotion strategies are moderated by the categories of products.

1.6 TYPES OF MARKETING COUPON TO TYE CUSTOMERS:

After developing a sound forecastle coupon plan, you must spread the word to the consumer. These usual techniques won't ruin the business. These strategies have a track record of success and ought to produce them. You can repeat some of these during the campaign's duration without running the danger of attrition.

1.6.1 E-MAIL:

While conducting clearance deals, introducing new products, etc., include a coupon code in the emails. System-generated and transactional emails should also be remembered. Even though they have a clear objective, adding an additional incentive is a useful test to gauge success as long as that information is provided upfront.

1.6.2 SOCIAL MEDIA :

Post a limited-time coupon on Facebook and Instagram stories! This produces a sense of urgency, promptness, and the highest level of share ability. You may enhance your exposure, engagement, and marketing efforts by asking followers to share a fantastic bargain. As there are literally dozens of other offers and sponsored adverts in people's feeds, use your resourcefulness and creativity. To make this a successful endeavour, you must stand out from the competition. A coupon should not be the only important consideration.

1.6.3 ADVERTISEMENTS:

A coupon code may be included in any advertisement, including those on Facebook and Google Display. Customers are encouraged to click by doing this, and it also gives you information about the channels they utilise. Incentives are frequently used in conjunction with paid marketing to reduce costs while boosting volume.

1.6.4 SMS:

To encourage customers to check out on their mobile platforms, more businesses are choosing to give discounts by text message. Here, acceptance is dependent on permission. A smart strategy to expand your text list is to provide a voucher that permits SMS messaging .Due to the fact that texting is still a relatively new medium for retailers, it can quickly stray outside of what is considered appropriate for direct conversations.

1.6.5 AFFILIATE LINKS:

One of the simplest ways to encourage clients to make a purchase is to provide affiliate links with discounts attached. As near as you'll get to word-of-mouth advertising is affiliate link sharing. Using a good affiliate network can help cut down on advertising, marketing, and acquisition expenditures.

1.6.6 INFLUENCER COUPON CODES:

Frequently, influencers will have their own promo codes. This enables you to collaborate with an influencer, provide them with a special coupon code, and monitor the success of their promotion.

1.6.7 PHYSICAL EVENTS:

Visiting trade exhibitions, festivals, and neighbourhood events are effective ways to grow your brand. You have an exponentially higher chance of converting new fans and consumers if you provide incentives and show-only promotions in the form of a coupon combined with genuine face-to-face marketing.

1.7 NEED FOR STUDY :

Coupons have the power to attract new clients, increase retention of current ones, and increase sales. Physical coupons can be provided in your store, and digital coupons can be made available through social media campaigns and marketing messaging on a company website. No matter if a coupon is intended to persuade a buyer to visit a physical store or a firm website, coupons can be a successful approach to increase sales. Nonetheless, even if they can result in a lesser profit per transaction, despite generating additional money, it's crucial to have a strategy when offering discounts to your clients .Although there are numerous studies relating coupons based promotional activities have been carried out in different contexts, studies dealing with the coupons based promotional activities and customer behaviour, customer satisfaction on coupons based promotions especially location plays vital role in it. Therefore, the present study has been undertaken to fill the research gap.

1.8 OBJECTIVES OF STUDY:

- To study different coupon code promotional activities in retail shop.
- To analyse the effectiveness of e- coupons.
- Study on customer perceptions and attitudes towards digital coupons.
- To study on E- coupons.

1.9 RESEARCH AND METHODOLOGY:

1.9.1 SOURCE OF DATA:

The study uses the survey method and is empirical. A systematic questionnaire was used to collect primary data, and it contained statements about demographic variables, Effectiveness of coupon, customer behaviour on coupons, digital coupon effects. The responses were measured on a Five- point Like Scale ranging from Strongly Agree (5) to Strongly Disagree (1).

1.9.2 QUESTIONNAIRE AND RELIABILITY:

A structured questionnaire was used for data collection. Questionnaire relating to coupon promotions and reward points, Effectiveness of E- coupon taken from and were altered to suit the purpose of the study. Google forms were used to collect elicited responses. The questionnaire had definite, concrete and pre-determined questions presented in the same manner to all respondents. The questionnaire comprised totally 23 questions most of which were close ended questions in the form of dichotomous questions, multiple choices and rating scales to ensure standardisation of responses. The questionnaire was analysed to measure the reliability which suggested a set of test scores that relates to certain constraints as Cronbach's alpha coefficient was found to be 0.629 (greater than 0.6). This confirms the reliability of questionnaire.

1.9.3 SAMPLE AND SAMPLING METHODS:

The sample for this study was a part of customers. The sample collected from both male and female. The size of the sample under study was 102. The information provided in the questionnaire formed the basis for statistical scrutiny for further study.

Statistical Analyses were Performed using SPSS. The questionnaire can be answered by all kind of people. That means coupon is commonly used by all. But the perception of buying products through coupon differs. The sampling was collected from different category of people to obtain the survey.

1.9.4 STATISTICAL TOOLS:

Statistical tools are those that help in the appropriate treatment of the data collected for the purpose of drawing conclusions and useful insights. Some of the tools that aided in the statistical analysis of data are explained below:

1.9.5 PERCENTAGE ANALYSIS:

A percentage is a number or ratio that represents a fraction of 100. It is often denoted by the symbol "%" or simply as "percent". It deals with the number of respondents response to a demographic questions in percentage arrived from the total population selected for the study.

1.9.6 WEIGHTED MEAN:

Weighted Mean or average summarizes an entire dataset with a single number representing the data's centre point. The study presents the weighted mean score for all the constructs used in analysis.

1.9.7 T- TEST:

Comparing the means of two groups is done statistically using a t test. It is frequently employed in hypothesis testing to ascertain whether a procedure or treatment truly affects the population of interest or whether two groups differ from one another.

1.9.8 ANOVA:

Analysis of Variance, or ANOVA, is a statistical test used to compare the means of more than two groups.

1.9.9 CORRELATION:

The most commonly used technique for investigating the relationship between two quantitative variables are correlation. The present study quantifies the relationship among coupon promotion and reward point , income level and trustworthy brands.

1.9.10 REGRESSION:

Regression is a statistical method used to determine the strength, impact between one dependent variable and a series of other independent variables. Regression has been used to study the impact of independent variable on intermediary variable and that of intermediary variable on dependent variable.

1.10 LIMITATIONS OF THE STUDY:

- The technique that has been used so far is rather more restricted than what is required to support the work's more general conclusions.

- The majority of coupon availability is in urban regions. So, there is a lack of knowledge among rural residents regarding coupons and their uses.
- It causes the study to receive a large number of replies from the urban sector, but only a minimal level of responses from the rural sector.
- This could lead to some level of data analysis. Females appear to react the most forcefully. Due to the lack of male comments, it is difficult to review the proper analytical conclusion.

The study is structured in to five chapters and discussed as follows:

CHAPTER 1: INTRODUCTION

This chapter offers insight into consumer views, attitudes regarding E-coupons, effectiveness, and coupon redemption. ,the objectives of the study, scope, limitations of the study, need for the study, benefits of the study, research methodology, traditional coupon, morden coupon, are all included in this chapter as well.

CHAPTER 2: REVIEW OF LITERATURE

This chapter deals with reviews literature relating to customer perceptions, attitude towards digital coupons, E- coupons, Effectiveness and coupon redemption that were conducted in numerous settings and nations.

CHAPTER 3: ANALYSIS AND INTERPRETATION

This chapter's section focuses with detailing the respondents' demographic profile and analysing the factory of customer perceptions, attitude towards digital coupons, E- coupons, Effectiveness and coupon redemption. It highlights the respondents' disparities by group in terms of customer perceptions, attitude towards digital coupons, E- coupons, Effectiveness and coupon redemption based on a chosen demographic variable. This chapter also establishes the relationship between the study's constructs.

CHAPTER 4: SUMMARY AND CONCLUSION

The summary of the study's results and its conclusion are included in this chapter. It offers advice to students studying marketing as well as businesspeople looking to grow their companies on the study's implications. It also offers ideas.

INTRODUCTION:

A literature review is an extensive summary of a particular area of prior study. To prevent plagiarism and to give due recognition to the original authors of journals, articles, and scholarly books, literature reviews are conducted. The theoretical framework of the study is provided by the literature evaluation, which helps researchers to identify the goals and outcomes of their research. In a nutshell, it acknowledges the researchers' earlier works. The followings are some of the literature done by various researchers on Coupon based promotional activities.

KUMAR (2021), concluded the research on “ A study on consumer’s preferences towards online coupon code based promotional activities”. This study proposes a Customer Preference for Coupon code based promotional activities, 92 samples were used. This study was based on primary data and also secondary data. The tools used for the study are Percentage Analysis, Factor Analysis and Weighted Ranking. The result of the study is feasible. Objective of the study was. To analyse the preference behaviour of the respondents towards promotional activities in Apparel stores. Findings revealed that the consumers mostly prefer buy-one-get one-free promotions, discount coupons, price-off promotions, counter display promotions, membership programs, demonstrations and cash-back promotions. A coupon code was a sophisticated digital marketing tool helping to drive sales, improve customer loyalty and build the brand. Coupons usage data has become vital information for various AI-based e-commerce algorithms to predict customer behaviour.

APARAJITA THAKUR, SHWETA CHNHAN, LAKSHMIAH BOTLA (2020), The reason of this study is to inquire about how the retailing methodologies like publicizing, store format, deals advancement, and promoting affect the client fulfilment. Retail promoting procedures of two fashion retail stores Reliance Trends and Westside have been inspected through 200 reactions collected from clients. Study was based on primary data, Mean, standard deviation, ANOVA were the statistical tools used. Finding showed that majority of the respondents are visit garment retail shop during festival season. Discoveries of the study uncovers that the retail procedures of the chosen design retail stores emphatically reach the client fulfilment. The

purpose of this study was to understand the effects of coupon based promotional activities in retail shop.

BERGER ET AL(2020), Researched on, “Motivation for sharing E- coupons”. The study totally obtained 200 responses. The structure equation model (SEM) analysis was performed. The study used primary data. Objective of this study was to analyse many factors motivate individuals to share information. Results that individuals can meet the need of friends and family members in terms of gaining benefits, building relationships and strong emotional connections. Findings revealed that sharing E- coupons has positive influence among consumers to build connections. Limitations of this study was that, the currently chosen methodology was a kind of narrower than what was needed to support the broader conclusions of the work.

DAVID ET AL (2020), concluded the study on “Sharing e- coupons benefits as the social norm”. This study obtained 200 responses. This study used primary data. The structure equation model (SEM) analysis were performed. Objective of this study was to analyse, is consumers staring intention of coupon is related to social norms. Findings revealed that there was positive influence on sharing benefits. Results shows that consumers increasingly share e- coupons with their relatives family and friends to satisfy each other’s need to obtain benefits from social networks as part of social norms. Limitations of this study was that, the currently chosen methodology is kind of narrower than what is needed to support the broader conclusions of the work.

ZAHAY (2020), Researched on “study on customer perceptions and attitude towards digital coupons”. The study surveyed 300 responses. This study was based on primary data. Reliability analysis , factor analysis were carried out. Findings revealed that the impact of digital coupons on online purchase behaviour should be considered from a holistic perspective. Results revealed that digital coupons are part of an advertising and promotion process. The objectives, which can range from branding to creating likeability and contribute to deepening the brand-customer relationship, place customer loyalty and increasing repurchase rates at the heart of using digital

coupons to make further purchases. The main limitation of the research was that it was not possible to conduct a face-to-face survey due to the Covid-19 period.

MIRICA (2019), Researched on “E- coupon recipient’s familiarity with the referral source and their willingness to share E- coupon”. The study obtained 200 responses. This study used Neuroscientific method for inspection. Also used primary data. The structure equation model (SEM) analysis was performed. Objective of the study was to research related to understand the relationship between the person who recommended the e, coupon and recipient. Findings shows that the familiarity of the e-coupon’s recipient with the referral source positively impacts the recipients’ willingness to share e- coupon. Results found that consumer’s deliberate sense-making ability to acquire a higher degree of persuasion bottomed on instinctive feedback in terms of interest mechanisms. The combination of familiarity and professionalism, consumers sharing e-coupon with others was already a kind of interesting behaviour, which may lead to the benefits of relationship enhancement of sharers. Limitations of this study was that, the currently chosen methodology was a kind of narrower than what was needed to support the broader conclusions of the work.

PRIANSA (2017), Researched on “Effect of discount price on purchasing intentions through consumer’s perceived”. Sampling was used to determine the sample with 250 respondents that had been counted with infinite population formula. Path analysis and descriptive analysis were used as the data analysis technique to find out. The study was based on primary data. Reason For the study is to analyse purchase intention of consumer. Findings shows that purchase intention is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of possibility of consumers making purchases. Results shows that purchase intention was focusing on something that was accompanied by a feeling of pleasure towards the item then the intention of individual gives rise to a desire to create a convincing feeling that the item has benefits so the individual wants to own the item by paying or exchanging it for money.

ZHANG, DENG AND XU (2017), Researched on, “Effect of Discount Price on Consumer’s Perceived Risk” .The analysis technique used in this research was Structural Equation Modelling (SEM). A total of 215 responses were collected from college students. The study was based on primary data. Reason for the study was to analyse the discount price on consumer’s perceived risk effect. Findings shows that the discount price has a positive and significant effect on consumers perceived risk. Results found that price promotions such as discounts or vouchers have a positive effect on perceived risk. Large discount will increase the risk perceived by consumers. The purpose of this study was to collect data of discount price on consumers perceived risk .

ZHENG ET AL (2017), Conclude the research on “Electronic coupon influence and value: Perceptions of Chinese online consumers”. The study totally obtained 214 responses through online survey. The study is based on primary data. Correlation test and Regression Analysis were carried out. Findings shows that the attitude toward the act of using electronic coupon is positively associated with purchase intention. Results found that coupon proneness and value awareness can lead to repurchase behaviour and contribute to customer’s e-loyalty on online shopping platforms. Consumers’ perceived control of using e-coupons and consumers’ previous usage of coupons are strong predictors of customer’s intention to redeem e-coupons.

SOUIDEN ET AL (2017), concluded the research on, “Consumer’s attitude and adoption of location- based coupons". The study obtained 228 responses. This study used primary data. Descriptive statistics, composite reliability, average variance extracted were used for analysis. Objective of this study was to analyse the consumer’s adoption of location- based coupons. Findings revealed that, attitude toward location-based advertising has a positive and significant impact on attitude toward location-based coupons. Results shows that consumer’s attitude toward online advertising is mainly explained by their attitude toward advertising in general. The relationship between both attitudes is not evident since an individual can develop a positive attitude toward advertising in general, but not necessarily toward online advertising. Limitations of this study was that the inter-attitude relationships may come into play from the micro level to

the macro level, such that attitude toward location-based coupons is likely to affect attitude toward location-based advertising.

LEE AND STOEL (2016), Concluded the research on “Economic effects of price discount" A total of 209 usable responses were collected by a research firm in the United States, and structural equation modelling was performed to analyse the data. The study was based on primary data. Reason of this study was to analyse the effect of price discounts in economics. Finding showed that, A price discount has a positive influence on perceived savings. Apparel consumers’ perceived savings increase as the price discount increases. As a result, the goal of this study shows that the price discount provides monetary gain . The consumers get higher level of savings for a product when there was higher level of discount .The purpose of the study was to investigate the mediating effects of price discount on economic.

CHAO AND LIAO (2016), Researched on “The Effect of Discount Price on Purchase Intention”. The study involved 420 respondents . The analysis technique used is Structural Equation Modelling(SEM). The study was based on primary data. Reason of this study was to analyse the effect of discount price on purchase intention. Finding shows that the discount price has a positive and significant effect on consumer’s purchase Intention through consumer’s perceived risk. Results states that if a company determines that price discounts or discounts can positively and significantly increase consumer’s purchase intention. The existence of a discount price will attract consumers' attention to make a purchase.

LEE AND STOAL (2016), concluded the study on “The Effect of Discount Price on Purchasing Intention Through Consumer’s Perceived Risk”. The study involved total of 324 respondents. The analysis technique used was Exploratory factor analysis. The study uses primary data. Reason of this study was to identify the effects of discount price on purchasing intention. shows that discount price has a negative effect on purchase intention through consumer’s perceived risk . The existence of a discounted price offered by the seller will certainly affect consumer behaviour, especially increasing consumer purchase intention. Results

shows that mediation variable namely consumer's perceived risk has a significant effect on the relationship between discount price and purchase intention.

DANAHER ET AL (2015), carried out the research on “Coupons expiration date”. Indeed 1349 valid responses were collected. This study used primary data and also secondary data. ANOVA were the statistical tools used. Findings shows that Short length expiring date coupons have a stronger impact than long length expiring date coupons on consumers’ purchase intent. Results shows that modern-coupons expiration dates should be shorter than traditional coupons’, since a longer expiration date will lead to lower a redemption rate – and consequently lower purchase intentions. They have also noticed that the redemption of these coupons tends to vary between two minutes and sixteen hours; so, it is advisable by them that Morden- coupons expire before a day passes by. One of the major limitations that the dissertation had to face was related to the collection of data through the survey.

HUANG ET AL (2014), Carried out the research on “informational effects of price discount” A total of 209 usable responses were collected by a research firm in the United states, and structural equation modelling was performed to analyse the data. The study is based on primary data. Reason of this study was to analyse how the informational knowledge derived from exposure to a price discount Findings shows that, A price discount has a negative influence on perceived quality. Apparel consumers’ perceived quality decreases as the price discount increases. Results that the product quality is difficult to evaluate at purchase, consumers’ perceived quality depends more on extrinsic product attributes than on intrinsic product attributes. It might increase perceived quality, decreases perceived quality or have no effect on perceived quality. Also customers expect the product quality, they would be excited to receive price promotion and a positive evaluation. The purpose of this study was to investigate the price discount on information.

BHUKYA AND SINGH (2014), carried out the research on “The Effect of Consumer’s Perceived Risk on Purchase Intention”. The study involved 352 respondents who had bought at the Indian private label market. The data analysis technique used was Multiple Regression Analysis. The study was based on primary data. The purpose of this study was to analyse the effects of consumer’s perceived risk on purchase intentions. Findings shows that the consumer’s perceived risk has a negative and significant effect on consumer’s purchase intention. The desire of consumer to make purchase will certainly decrease while the risk perceived by consumer was higher. Results shows that perceived risk has a direct negative effect on consumer’s purchase intention. The risk perceived by consumers will certainly affect consumer behaviour.

TENG ET AL (2014), carried out the research on “The relationship between the feeling of credibility and the recipient willingness to share E- coupon”. The study obtained 200 responses. Used primary data for the study. The structure equation model (SEM) analysis was performed. Objective of this study is to analyse about trustworthiness of the information. Findings revealed that, The feeling of credibility of e-coupons has a positive effect on the recipients’ willingness to share e-coupons. Results shows that, The level of feeling of credibility of the source can ultimately be linked to the confidence and acceptance of the recipient of the message. Limitations of this study is that, the currently chosen methodology is kind of narrower than what is needed to support the broader conclusions of the work.

AYDINLI ET AL (2014), Researched on “ Affect and perceived value”. A total of 209 usable responses were collected by a research firm in the United states, and structural equation modelling was performed to analyse the data. The study was based on primary data. Reason For the study was to analyse the worth that a product has in the mind of consumer. To identify the trustworthiness of product in minds of consumer. Findings shows that, Price discount affect has a positive influence on perceived value. Apparel consumers’ perception of value increases as the price discount affect increases. Results the price promotion lowered consumer’s motivation to use mental efforts. When a price promotion was offered consumers are more likely to depend on affect than on extensive information processing to make a quicker and easier purchase decision.

SIGALA (2013), Researched on “Effects of coupon by fashion product categories at an online Retailer”. The study obtained transaction data of 736 brands in six categories from one of the largest mall. The study mean, standard deviation were statistical tool used . The study was based on primary data. Reason of this study was to identify the effects of coupon by fashion product. The findings shows the, online coupon amount will increase order amounts. The result shows that online coupons could support the implementation of revenue management and differential pricing strategy for selling unsold capacity and managing demand fluctuations. The revenue from online daily deals and discounts sites representing an increase level.

CHOI ET AL (2010), Carried out the research on “ Perceived savings and Perceived value". A total of 209 usable responses were collected by a research firm in the United states, and structural equation modelling was performed to analyse the data. The study was based on primary data. Reason For the study was to analyse relationships between Perceived savings and Perceived value. Finding shows that, Perceived savings have a positive influence on perceived value. Apparel consumers’ perception of value increases as perceived savings increase. Results that the expected savings positively influenced perceived value , supporting that perceived savings enhanced consumers perception of value . Higher level of perceive sacrifice led to a lower level of perceived value.

PEINE AT EL (2009), discover research on “Affective effect of price discounts". A total of 209 usable responses were collected by a research firm in the United states, and structural equation modelling was performed to analyse the data. The study was based on primary data. Reason of this study is to identify how the coupon promotion affects customers. Findings shows that, A price discount has a positive influence on price discount affect. Apparel consumers’ positive affective feelings increase as the price discount increases. Results that that promotion increased

customers' positive affect, such as happiness. Customers felt proud of themselves as smart shoppers when they took advantage of an offer. It makes customers feel powerful.

HEUSSLER ET AL (2009), conducted study on, "Affective effects of perceived saving". A total of 209 usable responses were collected by a research firm in the United states, and structural equation modelling was performed to analyse the data. The study was based on primary data. Reason of this study is to identify the effects of affect on perceived savings of customer. Finding shows that, Price discount affect has a positive influence on perceived quality. Apparel consumers' perception of product quality increases as the price discount affect increases. Results shows that positive emotions could compensate for the negative impact of price increases on perceived price fairness, indicating that positive affect has a positive influence on consumer's perception of price change and therefore may positively influence perceived savings.

KWON ET AL (2007), Researched on "perceived value and purchase intention". A total of 209 usable responses were collected by a research firm in the United states, and structural equation modelling was performed to analyse the data. The study was based on primary data. Reason For the study was to examine the mediating role of perceived value between team identification and purchase intention. Finding shows that, Perceived value has a positive influence on purchase intentions. Apparel consumers' purchase intentions increase as perceived value increases. Results that team identification alone did not lead to purchase intentions, perceived value fully mediated this relationship supporting the importance of the influences of perceived value on purchase intentions; perceived value fully meditated this relationship, supporting the importance of the influence of perceived value on purchase intentions.

ONEILL AND LAMBER (2001), Indicated study on "Affect and perceived quality". A total of 209 usable responses were collected by a research firm in the United states, and structural equation modelling was performed to analyse the data. The study was based on primary data. Reason for this study was to identify the effects of affective feelings on consumers perception of

product quality. Findings shows that, Price discount affect has a positive influence on perceived quality. Apparel consumers' perception of product quality increases as the price discount affect increases. Results that price affect has a positive influence on price- quality inferences. Customer strongly belief that a higher price is a indication of a higher level of quality.

TEAS AND AGARWAL (2000), carried out the research on "Perceived quality and perceived value". A total of 209 usable responses were collected by a research firm in the United states, and structural equation modelling was performed to analyse the data. The study was based on primary data. Reason For the study was to analyse the relationship between Perceived quality and perceived value. Findings shows that, Perceived quality has a positive influence on perceived value. Apparel consumers' perception of value increases as perceived quality increases. Results that the relationship between price and perceived value was mediated by perceived quality. The perceived quality directly influences the value perceived by consumers.

CONCLUSION :

The literature that was studied when conducting the research on various contexts to determine the influence of coupon-based promotional activities and their effectiveness, customer behaviour towards it, is presented in the current chapter. The reviews that were included were conducted across the nation. According to a review of several articles, there have been few research on location-based coupons, digital coupons, and perceived savings from coupons. The study was launched as a result to close the knowledge gap.

INTRODUCTION:

Analyzing data to draw pertinent conclusions using a variety of analytical techniques is the process of data interpretation. In order to categorize, modify, and summaries data in order to respond to pressing questions, researchers use data analysis. This chapter discusses the evaluation and analysis of the primary information gathered by questionnaire. With the aid of several statistical tools, including frequency, percentage, weighted mean, correlation, and regression analysis, data was analyzed. Based on the various study objectives, the data has been analyzed. Also, the study presents the data in tabular form. The respondents' demographic profile was presented in the analysis's first section.

This data analysis and interpretation has been done with the help of survey respondents. We converted all respondents to numbers. Only at that point is analysis possible in SPSS. The approaches outlined above were used for all data analysis in SPSS. All values were identified in a pertinent manner by using procedures. Tables below provide a detailed explanation of how the data interpretation was done. The association between income level, reliable brands with coupon promotions, and reward points has been revealed through data research. Furthermore, they learned how income level, reliable brands, and reward point promotions all interact.

Comparison of two groups' means is known as a t-test. The t-test has only been used in location when analysing demographic data. ANOVA stands for comparing the means across more than two groups. Gender, income level, occupation, and age have all undergone ANOVA analysis in terms of demographics. Constructs help to identify the weighted mean value. Tables that show the results of the strategies I discussed will also be shown.

The correlation's significance at the selected alpha level can be determined by the p-value. The likelihood that we would see a particular r-value from pure chance is known as the p-value. Correlations are considered significant if the p-value is low.

TABLE 3.1**Demographic profile of the respondents**

Demographic Variable	Categories	Frequency (N = 102)	Percentage
Gender	Female	63	61.8%
	Male	39	38.2%
	Prefer not to mention	-	-
Locality	Rural	41	40.2%
	Urban	61	59.8%
Income Level	below 20,000 RS	44	43.1%
	20,000RS – 30,000 RS	30	29.4%
	30,00RS – 50,000RS	13	12.7%
	50,000RS And above	7	6.9%
	Others	8	8%
Occupation	Student	36	35.5%
	Working	57	55.9%
	Home maker	4	3.9%
	Business	2	2%
	Interns	3	3%

Age	15 – 18	2	2%
	18 – 25	59	57.8%
	25 – 35	34	33.3%
	35 - 50	7	6.9%
	50 and above	-	-

SOURCE: PRIMARY DATA

From the above table it can be understood that 62% of the respondents are female and 38% are male. The locality of the most respondents (60%) are urbanized. The monthly income of most respondents (43%) is below 20,000Rs. Majority of them are working (56%). The age of the most respondents (58%) range between (18 – 19).

The Weighted Mean scores for the constructs of the study has been illustrated in

TABLE 3.2

Weighted Mean Scores

Constructs	Weighted Mean
Coupons promotion and reward points	3.84

Source: primary data

It can be inferred from the above table the respondents have merely agreed to the statement measuring coupon based promotional activities since the weighted mean score for the constructs are around 3.84. Further, it can be understood that the respondents have almost agreed to the statement measuring coupons and reward points in coupons based promotions as the Weighted mean scores are nearly 3.84. This denotes that respondents agreed that coupons based promotions is reliable and assure.

Table 3.3 represents the findings from t-test which was carried out to determine the group differences among respondents with respect to the locality and coupon promotion.

TABLE 3.3

Locality and coupon promotion

Particulars	T	Sig
Coupon promotion and reward points	1.035	.067

Source: primary data

The above table shows that 0.067 which is more than 0.5. So, there is no significant difference between the rural and urban respondents with respect to coupon promotion and reward points.

Table 3.4 represents the findings from t-test which was carried out to determine the group differences among respondents with respect to constructs of the study based on customer behaviour on buying products.

TABLE 3.4

**CONSTRUCT OF STUDY ON CUSTOMER
BEHAVIOR ON BUYING PRODUCTS**

Particulars	T	Sig
Coupon promotion and reward points	0.611	0.830

Source: primary data

The above table shows that 0.830 which is more than 0.5 so, there is no significant difference between the necessary for shopping and buying products to make use of coupons respondents with respect to coupon promotion and reward points.

Table 3.5 represents the findings from t-test which was carried out to determine the group differences among respondents with respect to constructs of the study based on preferable E-coupon.

TABLE 3.5

CONSTRUCT OF THE STUDY ON PREFERABLE E- COUPON

Particulars	t	Sig
Coupon promotion and reward points	1. 442	0.804

Source: primary data

The above table shows that 0.804 which is greater than 0.5 so, there is no significant difference between the familiar and unfamiliar respondents with respect to coupon promotion and reward points.

One way ANOVA test was carried out to examine the group differences among respondents with respect to the constructs of the study based on Gender. The results have been shown in Table 3.6

Table 3.6: Gender and constructs of the study

Particulars	Gender			F = value	Sig
	Female	Male	Prefer not to mention		
Coupon promotion and reward points	3.7	4.7	-	6.584	0.012

Source: primary data

The above table shows that 0.012 which is less than 0.05. So there is a significant difference based on coupon promotion and reward points.

One way ANOVA test was carried out to examine the group differences among respondents with respect to the constructs of study based on income level. The results have been shown in Table 3.7

TABLE: 3.7 INCOME LEVEL AND CONTRUCT OF STUDY

Particulars	Income level					F = Value	sig
	Below 20,000	20,000 - 30,000	30,000 - 50,000	50,000 and above	others		
Coupon promotion and reward points	3.8	4	3.4	3.8	3.7	1.308	0.272

Source: Primary data

The above table shows that 0.272 which is less than 0.05. So there is a significant difference based on coupon promotion and reward points.

One way ANOVA test was carried out to examine the group differences among respondents with respect to the constructs of study based on occupation. The results have been shown in Table 3.8.

TABLE 3.8: OCCUPATION AND CONSTRUCT OF STUDY

Particulars	Occupation					F = Value	Sig
	Student	Working	Home	Business	Interns		
Coupon promotion and reward points	3.7	3.8	4.09	4.06	4.31	0.712	0.586

Source: primary data

The above table shows that 0.586 which is less than 0.05. So there is no significant difference based on coupon promotion and reward points.

One way ANOVA test was carried out to examine the group differences among respondents with respect to the constructs of study based on Age. The results have been shown in Table 3.9.

TABLE 3.9: AGE AND CONSTRUCT OF STUDY

Particulars	Age					F= Value	Sig
	15 -18	18-25	25-35	35-50	50 and above		
Coupon promotion and reward points	3.6	3.7	3.9	4.0	-	0.864	0.461

Source: primary data

The above table shows that 0.461 which is less than 0.05. So there is a significant difference based on coupon promotion and reward points.

The relationship between coupon promotion and income level has been presented in Table 3.10

Table 3.10 Relationship between coupon promotion and income level

Particulars	'r' value
Coupon promotion and income level	0.58

Source: primary source

It can be seen from the above table the relationship between the coupon promotion and income level are Significantly Positive at 1% level. The findings indicate that the respondents are positively correlated with coupon promotion and income level.

The relationship between coupon promotion and trustworthy brand has been presented in Table 3.11.

Table 3.11 Relationship between coupon promotion and trustworthy brand

Particulars	'r' value
Coupon promotion and trustworthy product	0.149

Source: primary source

It can be seen from the above table the relationship between the coupon promotion and trustworthy brand are Significantly Positive at 1% level. The findings indicate that the respondents are positively correlated with coupon promotion and trustworthy brand.

Impact of coupon promotion and reward points on income level has been depicted to Table 3.12

Particulars	Un standardized coefficients		Standardized coefficients	t	sig
	B	Std. Error	Beta		
(Constant)	2.450	0.668	-	3.666	0.000
Coupon promotion on Income level	-0.099	0.171	-0.058	0.581	0.000
R			0.58		
R2			0.003		
F VALUE			0.338		
P VALUE			0.000		

Source: primary data

The above table shows the impact of coupon promotion and reward point on income level. The regression model shows that R value of 0.58 denotes a significant positive impact of coupon

promotion and reward points on income level, and the R2 shows that 0.003 of variance in coupon promotion and reward points caused by income level.

Impact of coupon promotion and reward points on trustworthy brands has been depicted to Table 3.13

Particulars	Un standardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error	Beta		
(constant)	3.653	0.850		4.296	0.000
Coupon promotion on Trustworthy brands	-0.328	0.217	-0.149	-1.509	0.000
R			0.149		
R2			0.022		
F VALUE			2.276		
P VALUE			0.000		

Source: primary data

The above table shows the impact of coupon promotion and reward point on Trustworthy brands. The regression model shows that R value of 0.149 denotes a significant positive impact of coupon promotion and reward points on income level, and the R2 shows that 0.022 of variance in coupon promotion and reward points caused by income level.

CONCLUSION:

This chapter deals with the interpretations of results obtained from the data. The analysis revealed that coupon promotion which has a direct relationship with income level, Trustworthy brands. The Correlation coefficient shows that coupon promotion and income level and trustworthy brands are positively related. The regression analysis denotes a significant positive impact of coupon promotion and reward points on income level and trustworthy brands. After gathering and interpreting data, conclusions were drawn on the basis of observations gathered during the analysis. Summary of findings which will be explained in the next chapter.

This study aimed to comprehend the results of coupon-based promotional actions in retail stores. This study actually examines how successfully and how much influence coupon codes have on people. Every type of person is drawn to coupons today because they play such an important part in how people purchase. The massive amount of inquiries on coupons over the previous forty years confirms that they are an essential limited-time tool.

According to the study, respondents' preferences for coupon-based promotional activities are generally good and moderate. Customers pay attention when products are delivered in a trustworthy manner. More coupons with significant discounts are offered, which attracts buyers. As a result, the organization's planning should be based on the season and the degree of discount rate. In this study, 102 responses from various demographic groups were obtained through questionnaires for this research project.

Many significant factors that influence people's attitudes about location-based advertising and coupons were looked into. The former is based on control and trust, whereas the latter is based on hedonistic, practical, and financial savings goals. The impact of money-saving intentions on attitudes regarding location-based coupons is revealed to be significantly mediated by hedonic reasons. It is discovered that both sorts of attitudes significantly predict consumers' desire to use location-based coupons.

Although though they were based on a very small sample size drawn from a specific region and acquired over a brief period of time, the results offered a comprehensive comprehension of the research issue. Using a variety of methods, including weighted mean, frequency analysis, percentage, correlation, and regression, the various variables were investigated. According to the study, the key contributions for figuring out how to improve coupon-based promotional activities will, in turn, not only boost customer purchase of coupons but also deepen customer behaviour. A positive association between trustworthy companies and coupon promotion was also validated by the test. A positive relationship was found to exist between coupon promotion and reward points, income level and trustworthy brands.

4.2 MAJOR FINDINGS:

From the information gathered from the opinions of the 102 respondents, the following were the findings:

In this research work, 102 responses were received through questionnaires and in the geographical domain of various people.

- Majority of the respondents were female (61.8%) and most of the respondents were range between 18 - 25(57.8%).
- The large number of them were in sample size are employed (55.9%) and their monthly family income is below 20,000Rs (43.1%).

Findings based on weighted mean examining dimensions of Coupon promotion and reward points, Income level, Trustworthy brands.

- The weighted mean was determined for the constructs: coupon promotion and reward points, income level , Trustworthy brands. The respondents have mostly agreed to the statements regarding digital coupon and effectiveness of coupon , as it's mean scores (3.84) were higher than others. The mean score of coupon promotion and reward points, income level , Trustworthy brands emphasizes the fact that respondents almost agreed to the statements measuring the same.

Findings from t-test which was carried out to determine the group differences among respondents with respect to the locality and coupon promotion.

The T – Test was determined for the constructs: Coupon promotion and locality. The value is 0.067 which is more than 0.5. So, there is no significant difference between the rural and urban respondents with respect to coupon promotion and reward points.

Findings from t-test which was carried out to determine the group differences among respondents with respect to the Buying Behaviour and coupon promotion.

The T – Test was determined for the constructs: Coupon promotion and Buying Behaviour. The value is 0.830 which is more then 0.5 so, there is no significant difference between the necessary

for shopping and buying products to make use of coupons respondents with respect to coupon promotion and reward points.

Findings from t-test which was carried out to determine the group differences among respondents with respect to the Preferable E- Coupon and coupon promotion.

The T – Test was determined for the constructs: Coupon promotion and Preferable E- Coupon. The value is 0.804 which is greater than 0.5 so, there is no significant difference between the familiar and unfamiliar respondents with respect to coupon promotion and reward points.

Findings from ANOVA which was examine the group differences among respondents with respect to the constructs of the study based on Gender.

The ANOVA was determined for the constructs: Coupon promotion and Gender. The value is 0.012 which is less than 0.05. So there is a significant difference based on coupon promotion and reward points.

Findings from ANOVA which was examine the group differences among respondents with respect to the constructs of the study based on Occupation.

The ANOVA was determined for the constructs: Coupon promotion and Occupation. The value is 0.586 which is less than 0.05. So there is no significant difference based on coupon promotion and reward points.

Findings from ANOVA which was examine the group differences among respondents with respect to the constructs of the study based on Age.

The ANOVA was determined for the constructs: Coupon promotion and Age. The value is 0.461 which is less than 0.05. So there is a significant difference based on coupon promotion and reward points.

Findings based on Correlation analysis examining the relationships among Coupon promotion and reward points, Income level, Trustworthy brands.

Correlation analysis tool was used to determine the relationship between coupon promotion and income level and also to analyse the relationship between coupon promotion and Trustworthy brands. The findings of the analysis showed that the relationship between all the four factors of

coupon promotion and reward points, income level are Significantly Positive at 1% level and the relationship between coupon promotion and Trustworthy brands are also significantly positive at 1% level. The findings stated that better coupon promotion and reward points leads to improving customers purchase level.

Findings based on Regression analysis examining the impact of coupon promotion and reward points, Income level , Trustworthy brands.

The findings of the regression analysis denotes a significant positive impact of coupon promotion and reward point on income level at 1% level and also a positive impact on coupon promotion and reward points on Trustworthy brands. Findings based on Regression analysis examining the impact of coupon promotion and reward points on income level, Trustworthy brands

- The findings of the regression analysis denotes a significant positive impact of coupon promotion and reward points, income level, Trustworthy brands at 1% level.

4.3 SCOPE FOR FUTURE STUDIES:

In order to increase the external validity and validate the existing findings, future studies may include additional research techniques, such as the usage of real retail websites in a survey design or a case study. Also, there may be differences between how consumers shop online and offline. To acquire greater insights into Coupon promotion and reward points, Income level, and Reputable brands, primary data can be augmented with secondary data..More rural residents can concentrate, and their perceptions of receiving coupons and using them can be examined.

4.4 SUGGESTION:

Based on their findings and recommendations, the researchers propose that the following measures be taken to promote the advantages of using a coupon code from the viewpoint of the customer:

- Money is a necessity throughout any holiday season, so if the merchant offers a coupon at this time, it may be helpful for the consumer to enjoy the celebration and the retailer may receive a token of the client's affection.
- First is almost usually best. A shop may satisfy a new customer by giving them a welcome voucher and assisting them in saving money on their initial purchase. It will undoubtedly turn a visitor into a devoted consumer.
- Keeping clients happy has always helped a firm grow. This can be accomplished by sending unique coupons on their significant days, such as birthdays and anniversaries. This can increase customer satisfaction and foster goodwill between the retailer and the client.
- The majority of clients on the internet marketplace prefer amusement to purchasing; for these customers, the store can create engaging games and offer coupons. This may enable users to make the most of their time.
- Online shoppers will undoubtedly pay the product's price, but the biggest challenge is covering the transportation costs. Customers may be able to save some money if the retailer provides a promo code in certain circumstances.

4.5 CONCLUSION:

The majority of consumers prefer to receive promo codes while making online or offline purchases, whereas a very small minority of customers anticipate to pay full price. When they can now buy branded goods or items they've always wanted at a reduced price, this makes the customers happier. While using coupons to purchase their essentials, wise shoppers can save a significant number of money. Offering coupons will ultimately be the greatest option for clients looking for high-quality goods at a lesser price.

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QUESTIONNAIRE

1. Name:

2. Gender

- Female
- Male
- Prefer not to say

3. Locality

- rural
- urban

4. Income - Level per month

- below 20,000 RS
- 20,000 RS - 30,000RS
- 30,000 RS - 50,000 RS
- 50,000 AND ABOVE
- Other:

5. Occupation

- Student
- working
- home maker
- Business
- Other:

6. Age

- 15-18
- 18-25
- 25-35
- 35-50
- 50 and above

7. Are you buying product

- For Necessary (only for festive season)
- To not waste coupons (anytime shopping)

8. Understanding Level

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
8	I'm happy to shop using coupons					
9	I shop because I have coupons					
10	Coupons based shopping affects my saving					
11	Coupon based promotion restricts my alternative idea of products					
12	The quality of dress is worth for discount price					
13	Coupons are used for stock clearance					
14	Digital coupons are attractable					
15	Are coupons push individual's feelings to make shopping					

16. Which cloth platform provides trustworthy coupons offer

- Reliance Trends
- Max
- Westside
- Amazon Fashion
- Myntra
- Other:

17. Which part of coupon is more satisfying

- Getting new coupons
- Quality of product is more worth for discount price
- During redeem getting additional coupon offer
- Product value is lower then actual cost due to coupon

18. Which e-coupons are preferable to make purchase

- Familiar
- Unfamiliar

19. Which type of coupon is preferable

- Paper based (Traditional)
- Digital based (Modern)

20. What is your opinion about location-based coupons

- Makes worst experience
- Limited location makes discomfort to reach the destiny
- Unavailable of discounts in particular location will lower the trust

21. How coupons promotion reaches you

- During shopping
- Provide coupons for next shopping
- Getting coupons by wining competitions
- Receiving volunteer coupons

22. Effectiveness of coupons in your opinion

- Buying product at lower cost
- Unnecessary shopping
- Affects economic of individual by buying product without the need of it

23. What are the most prevalent in-store promotions in (category)

- Multi-buys (1 plus 1 free)
- Discount on single item
- Discount on multi buys
- Loyalty scheme by the brand