A Study on Analyzing Factors Influencing Social Coupon Redemption in Food and E- Commerce Industry

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Abstract

With the growing prevalence of digital marketing, social coupons have emerged as a powerful promotional tool for both the food and e-commerce industries. This study aims to analyze the key factors influencing consumer redemption of social coupons in these sectors. Drawing on data collected through surveys and secondary research, the analysis identifies multiple dimensions impacting coupon usage, including consumer demographics, perceived value, ease of use, brand trust, and social influence.

Key words: social coupons, e-commerce, redemption, digital marketing,

INTRODUCTION

Social coupons, often distributed through platforms like Groupon, Retail Me Not, and social media, have revolutionized marketing strategies for businesses in the food and e- commerce sectors. These promotional tools offer consumers significant discounts while allowing businesses to attract new customers, increase brand awareness, and Drive sales. However, the success of social coupon campaigns depends on various factors influencing consumer redemption behavior.

This study aims to analyze key factors affecting social coupon redemption in the food and e-commerce industries, considering aspects such as consumer demographics, perceived value, urgency, trust in the brand, and social influence. Understanding these factors is crucial for businesses to optimize their promotional strategies, maximize conversions, and build long-term customer relationships.

The research will explore:

- ❖ The impact of pricing and discount levels on consumer motivation.
- ❖ The role of perceived value and deal attractiveness in redemption rates.
- ❖ How brand reputation and trust influence consumer decision-making.
- ❖ The effect of time constraints and urgency in driving redemptions.
- ❖ The significance of social influence and peer recommendations in coupon usage.

By examining these elements, the study provides valuable insights for businesses to design effective social coupon campaigns that enhance customer acquisition and retention while maintaining profitability.

OBJECTIVE OF THE STUDY

1. To examine consumer motivations for redeeming social coupons
2. To analyze the role of perceived value in coupon redemption
3. To explore the influence of social factors on coupon redemption

RESEARCH DESIGN

A descriptive research design is employed in this study to explore and analyze consumer perceptions and attitudes toward spending through digital payments.

SAMPLING TECHNIQUE & SIZE

Convenient Sampling method is used and Sample size of the study covers 100 customers in Coimbatore city.

SAMPLING SIZE

Sample size of the study covers 100 customers in Coimbatore city.

Chart Showing the Analysis Between Gender Vs Social Coupon Usage

Gen * social_coup Crosstabulation

Count				
		social_coup		Total
		Yes	No	
Gen	Male	50	5	55
	Female	46	4	50
Total		96	9	105

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.040ᵃ	1	.842
Continuity Correctionᵇ	.000	1	1.000
Likelihood Ratio	.040	1	.842
Fisher's Exact Test			
Linear-by-Linear Association	.039ᶜ	1	.843
N of Valid Cases	105		

INTERPERTATION

From the above table, the p-value is 0.842 is greater than 0.05 so the null hypothesis is 1. There is not significant relationship between gender of the respondents and social coupon usage.

Chart Showing the Analysis Between Age Group Vs How Often Social Coupons Are Used

Count						
		use_coup				
		Daily	Weekly	Monthly	Occasionally	Total
AGE	Below 18	0	1	3	1	5
	19-22	1	6	8	5	20
	23-25	2	10	14	10	36
	Above 25	3	10	11	20	44
Total		6	27	36	36	105

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.148[a]	9	.725
Likelihood Ratio	6.337	9	.706
Fisher's Exact Test	6.119		
Linear-by-Linear Association	.798[b]	1	.372
N of Valid Cases	105		

INTERPERTATION

From the above table, the p-value is 0.725 is greater than 0.05 so the null hypothesis is 1. There is not significant relationship between age of the respondents and how often social coupons are used.

ANOVA

Chart Showing the Analysis Between Age Group Vs Average Spending On Social Coupon

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below 18	5	2.8000	.44721	.20000	2.2447	3.3553	2.00	3.00
19-22	20	2.3000	.86450	.19331	1.8954	2.7046	1.00	3.00
23-25	36	2.3611	.79831	.13305	2.0910	2.6312	1.00	3.00
Above 25	44	2.1364	.90453	.13636	1.8614	2.4114	1.00	3.00
Total	105	2.2762	.84915	.08287	2.1119	2.4405	1.00	3.00

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
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Above 25	44	2.1364	.90453	.13636	1.8614	2.4114	1.00	3.00

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.503	3	.834	1.163	.328
Within Groups	72.487	101	.718		
Total	74.990	104			

INTERPERTATION

From the above table, the p-value is 0.328 is greater than 0.05 so the null hypothesis is 1. There is not significant relationship between age of the respondents and average spending on social coupon

SUGGESTIONS

- Compare redemption rates between coupons with urgent expiration dates and those with longer time frames.
- Explore whether "limited-time offers" lead to higher redemption rates, especially for the food industry
- Measure how the sharing of coupons on social media (Instagram, Facebook, Twitter, etc.) affects redemption rates.

CONCUSION

In conclusion, this study aims to identify and analyze the various factors that influence social coupon redemption within the food and e-commerce industries. By understanding the underlying motivations, behaviors, and external triggers that drive coupon redemption, businesses can significantly optimize their promotional strategies to maximize customer acquisition, retention, and overall profitability.

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