



# **A STUDY ON CUSTOMER PREFERENCE TOWARDS COUPON CODE ON TRENDS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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## **ABSTRACT:**

This study explores the Customer preference towards coupon code on Trends, mainly focussed on the customer buying behaviour and customer preference. By using some analysis to evaluate the implications of consumer preferences towards coupon code on businesses, including marketing strategy development, promotional tactics and customer relationship management. This research aims to provide insights into Trends approach in coupon code.

**KEYWORDS:** Trends, customer preference, Coupon codes, Karl Pearson Correlation.

## INTRODUCTION:

Coupons can be a very versatile marketing tool used effectively throughout the customer journey. Coupons are issued by manufacturers of consumer packaged goods or by retailers, to be used in retail stores as a part of sales promotion. They are often widely distributed through mail, coupon envelopes, magazines, newspapers, the Internet (social media, email newsletter), directly from the retailer, and mobile devices such as cell phones. Identifying and understanding customer preferences helps you to deliver quality customer service to leads and customers on a consistent basis. Knowing consumer preference equips you to achieve guaranteed customer satisfaction, effective marketing strategies, improved brand image, and customer loyalty.

## OBJECTIVES OF THE STUDY

1. To Evaluate the implications of consumer preferences towards coupon codes on businesses, including marketing strategy development, promotional tactics, and customer relationship management.
2. To understand how consumers perceive the value proposition of coupon codes in relation to products or services, including the perceived benefits and drawbacks of using coupons in their shopping experiences.

## STATEMENT OF THE PROBLEM

While coupon codes have become prevalent promotional tools in the retail industry, there remains a gap in understanding consumer preferences and behaviours regarding their usage, particularly within trendy retail environments. Despite the widespread availability of coupon codes, there is limited research exploring the specific factors influencing consumer decisions to utilize them when purchasing trending products or services. Therefore, the primary aim of this study is to investigate consumer preferences towards coupon codes in trendy retail sectors, identifying the key drivers and barriers that influence their adoption and usage.

## SCOPE OF THE STUDY

The study will explore the role of coupon codes in the consumer purchase decision process, examining factors such as awareness, perception, and influence on purchase intent. Understanding how coupon codes fit into the overall shopping journey will inform strategic decision-making for businesses. The study may explore how consumer preferences for coupon codes vary across different demographic segments, such as age, gender, income level, and shopping habits.

## REVIEW OF LITERATURE

**Akshaya Sudarshana. R and Dharani. D(2023)<sup>2</sup> “ Promotional based activity on coupon code”.** This study helps in projecting the coupon code based promotional activities. When the customer while selecting the product what is the role play by coupon code. Most people think coupons are just a ordinary discount, nothing more. Coupon had a significant impact for business as it easier to entice customer to try the products at a discounted price. It also shows that coupon code helps the customer to buy more and helps the seller to earn profit. The

effectiveness can be measured by analyzing the influences that is created by coupon code in customer buying decision. It is the sales promotion activity, it is a concept that includes certain factors which will make a product successful. To study whether the coupon code strategy makes the customer to buy more or less products.

**Preeti Nayal and Neeraj Pandey (2020)<sup>9</sup> “Digital Coupon Redemption: Conceptualization, Scale Development and Validation”**. The purpose of this study was stated as to develop a reliable and valid scale for measuring digital coupon redemption. They used reliability analysis, exploratory factor analysis. They suggested to replicate the scale development process with consumers in a developed country for future research. They suggested to replicate the scale development process with consumers in a developed country for future research.

**Vinod Kumar (2007)<sup>11</sup> “Customer preference in choosing Reliance Trends”**. The study examined the leading apparel and fashion accessories in retail chain which delivers fashion at great value with diversified portfolio of own and international brands on Trends. The overall aim of the study was to study about the customers preference affects the purchasing decision and which impacts the customer preferring Reliance Trends. It used quantitative study by using survey method at Reliance Trends by means of structured questionnaire, the result showed that customer preference plays an important role in choice of retail store Reliance Trends.

## **RESEARCH METHODOLOGY**

Research is an intensive study in a particular field to achieve a better conclusion of a problem. Research methodology is a systematic way of solving a problem. This study adopts quantitative approaches to comprehensively explore Customers preference towards coupon code on Trends. The quantitative component includes surveys distributed to Trends customer base.

## **SOURCES OF DATA**

### **Primary data**

1. The primary data were collected based on the structured questionnaire with the help of google forms.

### **Secondary data**

1. The secondary data for the study have been collected from books, journals, articles and websites.

## **TOOLS USED**

1. Karl Pearson Correlation

## LIMITATIONS OF THE STUDY

1. The study was limited to 100 respondents only.
2. The study was considered by the consumers perception.
3. This study was collected through questionnaire.

## FINDINGS OF THE STUDY:

### KARL PEARSON CORRELATION

### CORRELATION BETWEEN GENDER AND LEVEL OF SATISFACTION OF COUPON CODE ON TRENDS

	FACTOR	GENDER	LEVEL OF SATISFACTION
GENDER	Pearson correlation	1	0.0294
	Sig(2-tailed)		0.899
	N	100	100
LEVEL OF SATISFACTION	Pearson correlation	0.0294	1
	Sig(2-tailed)	0.899	
	N	100	100

**Source: Author's Computation**

The above table 4.3.1 depicts that, the Pearson's correlation is +1(0.0035), indicates a positive correlation between gender and level of satisfaction of coupon code on Trends. This indicates that the variable are moving towards same direction.

## CORRELATION BETWEEN MONTHLY INCOME AND LEVEL OF SATISFACTION OF COUPON CODE ON TRENDS

	FACTOR	MONTHLY INCOME	LEVEL OF SATISFACTION
MONTHLY INCOME	Pearson correlation	1	0.021
	Sig(2-tailed)		0.0547
	N	56	56
LEVEL OF SATISFACTION	Pearson correlation	0.021	1
	Sig(2-tailed)	0.0547	
	N	56	56

**Source: Author's Computation**

The above table 4.3.2 depicts that the Pearson's correlation is +1(0.021), indicates a positive correlation between monthly income and level of satisfaction of coupon code on Trends which indicates that the variables are moving towards the same direction.

### FINDINGS:

1. The Pearson's correlation is +1(0.0035) indicates a positive correlation between gender and level of satisfaction, the variables are moving towards the same direction.
2. The Pearson's correlation is +1(0.021) indicates a positive correlation between monthly income and level of satisfaction, the variables are moving towards the same direction.

### CONCLUSION

The conclusion of the study is that coupon code on Trends is essential for purchasing behavior. Customers like the fact that coupon codes can easily be applied to their purchases and they can save money on their purchases. It explored the role of coupon codes in consumer purchase decision process, examining factors such as awareness, perception and influence on purchase intent. Other benefits of coupon code include the ability to track the effectiveness of the promotional activities. Overall customers seem to prefer coupon code as a purchasing behavior and business should consider offering them in order to increase sales and customer loyalty.

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