

Effects of Coupons on Consumer Purchase Behavior: A Meta-Analysis

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The authors conduct a meta-analysis of studies on coupons and their effects on buyer behavior. Extant research on related topics is vague on measures applied, contextual and outcome constructs. This article, in contrast, offers academics a better grasp on some of the problem areas and provides avenues for future research. Specifically, we focus on effects of 1) Coupon attitudes and coupon knowledge on coupon use; 2) Manufacturers' coupons on moderating effect between coupon perception and behavior towards coupon; and 3) Studies using objective outcomes on the relation between the perception towards coupons and behavior towards coupons.

INTRODUCTION

Coupon has been widely used by marketers as an important promotional tool in many consumer product categories. In the past few years, consumers increased their use of coupon as a cost-saving measure in a turbulent economic environment (Spiekermann et. al, 2011). In 2009, the coupon use in the U.S. set a new record, as consumers redeemed \$ 3.3 billion worth of coupons, a 27% leap from 2008 (Webley, 2011). We can hardly overemphasize the importance of coupons as a medium of advertising/marketing and the role it plays in our everyday lives. Retailers and manufacturers issue coupons with the main intention of boosting sales either through higher purchase by existing customers or enticing non-customers into trial purchase or both.

In recent years, coupon has also been used as an important tool in marketing campaigns, and promotional campaigns featuring retailer-customized coupons (for the best customers only and customized to fit their preferences) has been increasingly used to build customer loyalty. Venkatesan & Farris (2012) suggested that the customized coupons increase the effectiveness of marketing promotion and lead to positive financial performance.

The topic of 'coupons' has been investigated extensively by marketing scholars over the years, and from very divergent perspectives (Chatterjee et. al, 2000; Cheema et. al, 2002; Heilman, 2002; Chiou-Wei & Inman, 2008). While some studies have investigated topics such as attitude towards coupon, coupon enjoyment, embarrassment from using coupons etc. as antecedent variables, others studies have considered outcome variables such as coupons redemption, redemption frequency, brand loyalty, brand competitiveness, purchase intention, perceived purchase risk, total amount spent etc.. Moreover, coupons differ from one another in type (cents off, buy-one-get-one free or a percentage off the ticket-price), method of distribution (by mail, newspaper insert, Internet, handheld device or with another product) and

their dispensing source (point-of-sale receipt/coupon printer at the check-out counter or coupon dispensers at the aisle). Finally, the effect of coupon on the various behavioral aspects mentioned above are, to some extent, moderated by the method of coupon distribution, type of coupon issued and the value of the coupon redeemed.

Such divergent perspectives present us with a rich repository of data and complex relationships among several antecedent and dependent variables in studies spanning across several decades. The relationship among the variables is made even more complicated by the diversity and range of moderating factors that the researchers have investigated.

However, the widespread use of coupons in marketing practice notwithstanding, there has been no systematic attempt to review, analyze and take stock of extant literature to comprehend the nature of relationship among the plethora of antecedents and outcomes of coupon usage. To address this gap, we conduct a meta-analysis to evaluate the findings from previous published research and seek for trends and patterns in the data that might be invisible from a cursory look at the literature. We are especially interested in investigating how coupon characteristics and research methodology might influence the relationship between coupon perceptions and coupon usage. In the following section, we discuss the relevance of meta-analysis in the present context. Then we review the coupons literature to define our analytical domain, and follow it up with a discussion of the methodology. After we present our findings, we conclude the article with discussions of our results and managerial implications emanating from the research.

WHY META ANALYSIS

Conventional knowledge suggests that coupons have a positive impact on sales prospects of the promoted product. We investigate whether there is broad consensus among different researchers as to the impact of coupons on purchase behavior. We also speculate that the effect of coupons (if present) on purchase behavior may be moderated by different factors such as the method of distribution of coupons, the country in which data is gathered, type of product on which a coupon is issued, type of study conducted, type of data collected and the type of coupon that is redeemed.

In the backdrop of the above research streams, meta-analysis is an accepted and popular analytical tool that aims to bring studies, sometimes with notably divergent—if not contradictory—results, under a common conceptual framework in a heavily-researched field (such as coupons, for example). Our basic goals are twofold: *comparing and combining* (Hall et. al, 1995). We hope to contribute to extant literature in the following ways: 1) consolidate findings from past research and better understand in what direction such research is headed for, 2) provide meaningful interpretation of the divergent customer responses and categorize them for easy analysis, 3) analyze, assimilate and consolidate the array of antecedent, dependent and moderator variables in the body of research, 4) offer some framework for the entire gamut of past research on coupons

DATA COLLECTION

For the current study, we focus only on the post-1980 years. We collected data using the following procedure: 1) first, we conducted an electronic search with key words (coupon, promotion etc.) on major databases (ABI Inform, Business Source Premier, Science Direct etc.) spanning across disciplines such as marketing, consumer behavior, sales and promotion, advertising, and etc.; 2) We further conducted search in major journals (*Journal of Marketing; Journal of Marketing Research; Journal of the Academy of Marketing Science; Journal of Advertising; Journal of Advertising Research; Journal of Consumer Research; Journal of Current Issues and Research in Advertising; Journal of Personal Selling and Sales Management*, and etc.); 3) We also sent requests for working papers through newsgroups (e.g. *ELMAR, alt.consumers*); 4) All these efforts were followed by a manual search of the above journals mentioned above in order to doubly make sure that we did not miss any relevant study. 5) Finally, we wrote to eight renowned authors (e.g. Bawa, Lichtenstein) in the field to make sure that no similar meta-analysis exists

or was under review. 6) We also obtained correlations from authors who had not provided such information in their studies by asking possible working papers related to coupon. We received responses from four of the eight authors we contacted, and incorporated pertinent information in our study.

We eliminated studies that either did not conform to our broad framework and/or did not provide the relevant statistics required in conducting the meta-analysis. As a result, our effective sample size was narrowed down to 32 studies with 67 effect sizes. Overall, we believe that we performed an exhaustive search of the literature for the purpose of conducting this meta-analysis.

CONCEPTUAL FRAMEWORK

Not only are coupons one of the most popular and effective ways of promoting products, but also their types, methods of distribution and sources has evolved over the last several years. Consequently, what initially started off as a simple inducement for repeat purchases or as an encouragement for new product trials has been transformed to a vast and powerful industry worth several billions of dollars each year.

The literature review brings up several antecedents, consequences as well as moderators of coupon usage. For example, while some authors (Mittal, 1994; Reibstein, 1982; Aggarwal, 2003) used longitudinal data, others (Chapman et. al, 1997; Heilman et. al, 2002; Amin et. al, 1993) used cross-sectional data. Authors such as Raghurir (1998) based their research on both cross-sectional and longitudinal data. Generally speaking, an individual reacts to the same coupons differently with the passage of time and with more exposure to coupons. On the other hand, the same individual might react differently to different types of coupons at the same point of time.

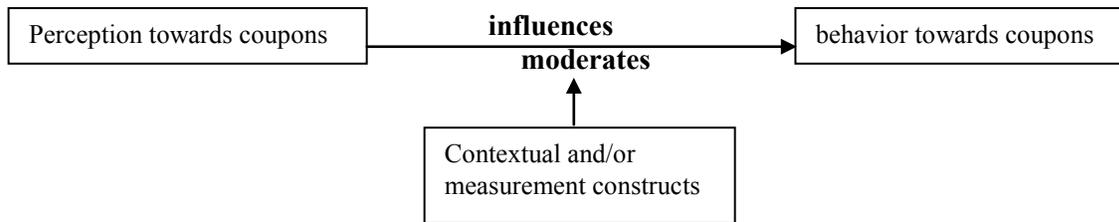
Extant literature has looked at various effects of coupons on customer purchase behavior (Nevo et. al, 2002; Raghurir, 1998; Taylor, 2001; Cronovich et. al, 1997; Bawa et. al, 1997; Gould, 1997; Leone et. al, 1996; Srinivasan et. al, 1995). These studies indicate that ‘unexpected’ coupons are generally associated with an increase in purchase and the number of unplanned purchases on the trip (Heilman et. al, 2002). Another study predicts that unexpected price changes affect the consumer’s ‘real’ income in a positive way (i.e. an increase in real income leads to a hike in his/her discretionary spending on budgeted items. Cheema et. al, 2002). Chatterjee et. al (2000) investigated consumer switching patterns between national-level and store brands in response to ‘cross-coupons’. In another study titled “Coupon Value: A Signal for Price” (Raghurir, 1998), the author argues that a customer generally associates a higher discount with a higher price of the product and that, this effect is contingent upon availability of secondary sources of information. Research also shows that unanticipated price increases suppress consumers’ tendencies to purchase discretionary goods, while unanticipated price decreases enhance it (Janakiraman et. al, 2002).

Based on the above discussion, we characterize the consumer’s behavior towards the coupon as the main dependent variable. We also argue that behavior towards coupons can be operationalized using three main constructs: coupon usage, product perception and product purchase (by redeeming the coupon). Earlier authors have conceptualized coupon usage, for example, by using proxy variables such as coupon redemption; product perception has been conceptualized by measuring proxy variables such as brand perception and product attitude. Purchase behavior has been measured using proxy variables like purchase intention.

On the other hand, based on the review of extant literature, we define our independent variable as perception towards coupon—which can be operationalized using three constructs: coupon attitude, coupon perception and coupon knowledge.

According to the literature, coupon attitude is measured using proxy variables such as coupon proneness, and coupon perception is measured using coupon value perception and coupon value consciousness. Finally, coupon knowledge is measured by items such as price knowledge. Therefore our meta-analysis is based on the following conceptual model.

**FIGURE 1
CONCEPTUAL MODEL**



Potential Contextual Moderators

In-Store v/s Media Distribution

Distribution method has been considered one of the most influential factors for coupon use, and received much attention in prior research (Lembeck, 1977; Reibstein et. al, 1982). Media coupon includes free-standing inserts, newspaper, direct mail, in/on pack, magazines, newspaper etc. Compared to media-distributed coupon, in-store coupon is relatively new viz. electronic coupon, peel-off coupon on product packaging, coupons at shopping aisles and/or check-out counters. Since an in-store coupon is unexpected, consumers spend less than originally planned. The surprise saving elevates the consumers’ mood, and encourages them to redeem their coupons (Heilman et. al, 2002). Based on the above discussion, we suggest the following hypothesis:

H1: There exists a strong relationship between coupon perception and behavior towards the coupon when in-store coupons are used.

Grocery v/s Consumer Durable Items

Over the last two decades, coupon research has expanded to include consumers’ purchase of non-durable grocery goods (Putrevu et. al, 2001) as well. No empirical research states the differential impact of these two types of coupon; however, since grocery coupon are more readily available than consumer durables coupons (Barat, 2004), consumers are more likely to use grocery coupons; this leads us to the second hypothesis:

H2: The relationship between coupon perception and behavior towards the coupon is stronger when grocery (as opposed to non-grocery) coupons are used as the basis of study.

Manufacturer v/s Retailer coupons

Coupons can also be broadly classified into manufacturers’ coupon and retailers’ coupon. One key difference between the two is the validity period. Retailers’ coupons are normally valid for one week, while manufactures’ coupons are valid much longer (Spears, 2001). We, therefore, argue that manufacturer coupons will be preferred over retailers’ coupons for redemption purposes, which provides motivation for our third hypothesis:

H3: Manufacturers’ (as opposed to retailers’) coupon will have stronger moderating effect between coupon perception and behavior towards coupon.

U.S. v/s non-U.S. study

Despite the popularity of coupons as a promotional tool in the US, they are not as common in several other countries because of legal, economic, and cultural differences (Kashani et. al, 1990). Although some

studies examined the differences among different ethnic groups in North America in response to coupon promotion, little attention was given to non-U.S. countries (Huff et. al, 1998). This motivates our fourth hypothesis:

H4: There exists a stronger relationship between coupon perception and behavior towards coupons in the U.S. market as opposed to non-US markets.

Cents off versus % off Coupon

Shoemaker and Tibrewala (1985) suggested that coupon face value has a positive impact on consumer purchase, especially new customers (Garretson et. al, 1999). The major types of coupon are cents-off and percent-off coupon. Compared with percent-off coupon, cents-off coupon offers more certainty about the possible saving, because consumers do not necessarily need to know the original price to calculate the possible saving. This may lead to higher possibility of redeeming the coupon; therefore, we frame our fifth hypothesis as:

H5: A stronger relation between coupon perception and behavior towards coupon exists when cents- (as opposed to percent-) off coupons are used.

Potential Measurement Moderators

Longitudinal versus Cross Sectional Study

Longitudinal studies measure coupon effects over a period of time, while cross-sectional studies pertain to coupons across industries. In a cross-sectional study, measurements may be influenced by seasonal and other situational factors, whereas in a longitudinal study, measurements are carried out over a long time span and chance events would tend to average out the effects (Ailawadi et. al, 2001). Since most studies are cross-sectional in nature (Putrevu et. al, 2001), we are motivated to formulate our sixth hypothesis as follows:

H6: Relation between perception towards coupons and behavior towards coupons will be stronger when the study involves cross-sectional data (as opposed to longitudinal data, or a mix of both).

Subjective v/s Objective Study

We have classified moderators into subjective and objective depending on the nature of the outcome variable in each study. For example, outcomes such as coupon redemption rate or frequency of store visit (which are comprehensively measurable), then we categorize them as objective measures. On the other hand, if the outcome is not precisely measurable (i.e. embarrassment from using coupons or family attitude towards using coupons), then we categorized those moderators as subjective. Since objective moderators can be measured more precisely than their subjective counterparts, we expect that objective outcomes will have a stronger effect on the relation between the independent and dependent variables, providing motivation for our next and last hypothesis:

H7: Objective (as opposed to subjective) outcomes will have a stronger effect on the relation between the perception towards coupons and behavior towards coupons.

We summarized the constructs used in the study in Table 3 and Table 4. Table 3 demonstrates all the moderator constructs and their respective items, and Table 4 shows categorization of the independent and dependent constructs, are exhibited in the Appendix.

METHODOLOGY

First, we coded the studies and checked those for homogeneity by conducting the Fisher's z-test. The 'Q' value turned out to be significant ($Q = 3760.96$ and $\chi^2 = 34.17$ for d.f. 20). This implied that we had evidence to conduct a meta-analysis. We adjusted the raw effect sizes for reliability.

Then we ran a simple linear regression with all independent, dependent and moderating variables on adjusted effect size in order to find out if any of the factors had significant effect on the direction and magnitude of consumer decision. Finally, we ran bivariate correlation analyses for each pair of 'raw' correlation coefficient and the moderating variables (results in Table 2) in order to test the hypotheses we laid out earlier.

Results of t-test (Table 1) indicate that both the independent variables coupon attitude ($p=0.04$) and coupon knowledge ($p=0.01$) are significantly correlated to the adjusted effect size, whereas the dependent variable coupon use ($p=0.00$) is also significantly correlated to the adjusted effect size. Given that half of our main constructs are significantly correlated to the adjusted effect size (the dependent variable) and the fact that the model as a whole is significant, we feel reasonably comfortable as to the conceptual robustness of our model. Table 2 shows the correlation matrix of the variables.

RESULTS

We do not find support for H1, H2, H4, H5 and H6, while there is no evidence to reject H3 and H7. Coupons distributed through the store are not significantly correlated to the adjusted effect size. Nor do we find support for effect of coupons on grocery items in affecting the relation between perception towards coupons and behavior towards coupons. In agreement with our third hypothesis, manufacturer (as opposed to retailer) coupons appear to have a significant impact on the relation between perception towards coupons and behavior towards coupon. Our fourth hypothesis states that US-based studies exhibit a stronger relationship between the above-mentioned independent and dependent variables as compared to non-US based studies, but the results fail to support the hypothesis. Our fifth hypothesis pertaining to cents off (as opposed to percent-off) coupon, as expected bear a strong impact on the relation between the two independent variables but fails to find support due to non-significance of the respective beta coefficient, as is the case with our sixth hypothesis (longitudinal v/s cross-sectional). Finally, results in table 1 indicate that objective outcomes ($p=0.02$) have a significant effect on the relationship between perception towards coupon and behavior towards coupon, providing support.

DISCUSSION AND MANAGERIAL IMPLICATIONS

The construct of coupon perception, as mentioned in Table 4, comprises of items such as coupon value perception and coupon value consciousness. Even though all these items measure perception of the coupon, yet all of them are very subjective in nature. In other words, there might have been a gap between what the researcher intended to measure and what the respondents actually revealed. This might have led to its effect being obscured. On the other hand, as far as knowledge about coupons is concerned, respondents might consider themselves experienced but in reality, their level of 'familiarity' or 'knowledge' may not be as strong as to have a significant impact on the effect size.

As far as the moderator constructs are concerned, ideally we would have liked to consider studies based on each method of distribution separately (mail, Internet etc.), but we were unable to do so because of lack of an acceptable number of studies in each category. We surmise that, when we grouped different methods of distribution together to form a single construct, their moderating power got weakened. This can be accounted for by the following: while coupons distributed through the media may be more readily available than in-store coupons, some customers may still prefer in-store coupons, which do not need to be preserved in advance before its redemption date. In other words, the positive impact of the coupon distributed through media is somewhat weakened by redemption incentive for in-store coupons.

With regard to country of study, however, only three of the thirty-two studies included in our analysis deal with non-US data. Naturally, the impact of country of study was expected to be significant. On the other hand, a study can be longitudinal, cross-sectional or a mix of both (Raghubir, 1998). Longitudinal data are very likely to get 'contaminated' by elements of cross-sectional data simply because the number of family members, buying pattern etc. change over time. Therefore, it is difficult for us to isolate the effects of time from the cross-sectional aspect in measuring behavior in response to coupons. This helps us explain why the moderating effects of the variables in the study failed to produce a significant impact on the effect size.

As far as types of coupons are concerned, cents off coupon has the advantage that it is easier for the customer to calculate the amount of savings; on the other hand, percent off coupon offers the customer higher discounts for higher prices, but the customer does not necessarily calculate the amount of savings from percent-off coupons. This might explain why different researchers got different/inconsistent results in terms of the moderating effects of type of coupon discount on effect size.

In terms of outcome constructs, 'coupon utilization', as we have seen, is operationalized by redemption frequency, number of redemptions etc. (Table 4). Although the scales of these items are not necessarily the same, yet they all basically measure how coupon is used by the individuals. This may be one of the reasons why the overall effect of coupon utilization on effect size is significant.

The 'purchase behavior' is composed of several items out of which, only 'product trial' and 'number of items bought' are direct indications (measures) of the customer making a purchase. The other items (perceived purchase risk, stockpiling etc.) are no more than remote surrogate measures. For example, just because a person has a purchase intention does not necessarily imply that he/she will actually buy the product by redeeming the coupon. From this standpoint, therefore, there appears to be a possibility that such items might be inaccurate measures of the outcome construct 'purchase', leading to non-significant relation with the effect size.

This study has several managerial implications. First, our research may help practitioners understand whether the general trend (if any) of purchase in response to such promotions has undergone any significant change over the last couple of decades. For example, coupons on convenience products (grocery, for example as in Banwari, 1994) might influence purchase behavior in a way different from that of consumer durables (Aggarwal, 2003).

Furthermore, a broad perspective on how the consumer perceives coupons and how their behavior may or may not be moderated by certain issues will make the retailer/manufacturer of coupons more knowledgeable and enable retailing managers to design a more effective marketing strategy. This, in turn, will lead to better use of marketing dollars. For example, if research reveals that primary data is not as reliable as secondary data or that, neither can have a significant impact on the effect size, then coupon-issuers can think of alternative ways as to how they can capture data on customer response. In addition, the study is an indication for both marketing researchers and practitioners in that they should pay more attention to standardizing scales for measuring the impact of coupons on purchase behavior, and they should focus on objective scales to measure the effectiveness of coupon use.

LIMITATIONS AND FUTURE RESEARCH

Our obvious limitation was the relatively smaller number of studies that we found relevant for our analysis, despite our best efforts. Nevertheless, there have been past instances of meta-analyses performed with even fewer studies (Sultan et. al 1990 with 15 articles; Szymanski et. al 1995 with 16 studies; Dant et. al 1996 with 17 studies etc. in comparison to ours, with 22 studies). Thus, future research might circumvent this issue by broadening the horizon of research to include other promotional tools (such as paper advertisements, televisions commercials and so on). Such a step might not only add to the number of published studies but also bring in more dimensions as far as contextual and/or moderating factors are concerned. This has the potential of making the analysis more robust and richer, if not resulting in a higher number of findings that are significant. Attempts can also be made to include more studies from

non-US countries. Another contribution to this study might be to include services and test if the results show any substantial change in terms of effect on purchase behavior.

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- *Denotes studies (below) included in the meta-analysis (a complete listing of the studies included in the meta-analysis can be obtained from the second author).

APPENDIX

TABLE 1
LINEAR REGRESSION RESULTS

Model	Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Colinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.33	.32		1.02	.31	0.11	8.53
	IV coupon attitude	.38	.18	.59	2.13	.03	0.15	6.38
	IV coupon perception	.26	.18	.35	1.45	.15	0.17	5.65
	IV coupon knowledge	.42	.17	.55	2.45	.01	0.16	6.03
	DV coupon use	.49	.15	.75	3.27	.00	0.21	4.75
	DV product perception	.01	.17	.01	.06	.94	0.19	5.18
	DV purchase	-.02	.15	-.03	-.18	.85	0.34	2.89
	country of study	.09	.12	.11	.79	.43	0.27	3.68
	grocery items	.15	.11	.24	1.36	.17	0.19	5.16
	consumer durable	.27	.18	.32	1.51	.13	0.18	5.31
	manufacturer coupon	-.59	.15	-.83	-3.78	.00	0.17	5.75
	longitudinal coupon	-.23	.16	-.30	-1.48	.14	0.34	2.88
	discount type % off coupon	-.02	.1	-.03	-.13	.89	0.15	6.57
	cents off coupon	.13	.12	.19	1.08	.28	0.28	3.46
	distr method media	-.27	.16	-.36	-1.64	.10	0.15	6.63
	distributed thru store	-.03	.12	-.05	-.28	.77	0.24	4.09
	outcome subjective	-.53	.22	-.66	-2.43	.01	0.12	8.19

Significant values (P<0.05) are indicated in **bold**

TABLE 2
CORRELATION MATRIX FOR INDEPENDENT, DEPENDENT AND
MODERATING VARIABLES

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
IV coupon attitude	1															
IV coupon perception	-.55	1														
IV coupon knowledge	-.53	-.31	1													
DV coupon use	-.12	-.18	.21	1												
DV product perception	.28	-.10	-.18	-.47	1											
DV purchase	.05	-.01	.01	-.55	-.29	1										
country of study	-.36	.28	.09	.08	-.14	-.06	1									
grocery items	.15	.09	-.17	-.19	.19	.13	.27	1								
consumer durable	-.14	.19	-.07	-.13	-.04	.08	.23	-.41	1							
manufacturer coupon	-.22	-.13	.29	.41	-.23	-.22	.32	.00	-.13	1						
longitudinal coupon	.09	.14	-.28	.03	-.07	.03	.26	.01	.52	-.08	1					
primary data source	.25	.10	-.28	-.30	.15	.12	-.25	.19	.14	-.70	-.12	1				
discount type % off coupon	-.48	.19	.29	.07	-.15	.01	.32	-.21	.05	.34	-.17	-.61	1.00			
distribution method media	-.36	-.09	.43	.42	-.21	-.27	.29	-.16	-.10	.62	-.31	-.41	0.39	1		
distributed thru store	.12	.14	-.20	-.30	.01	.25	-.08	.09	-.04	-.08	.13	-.01	0.12	-.46	1.00	
outcome subjective	.25	.10	-.28	-.30	.15	.12	-.25	.19	.14	-.70	-.12	1	-.61	-.41	-.01	1

FIGURE 1
DISTRIBUTION OF CORRELATIONS

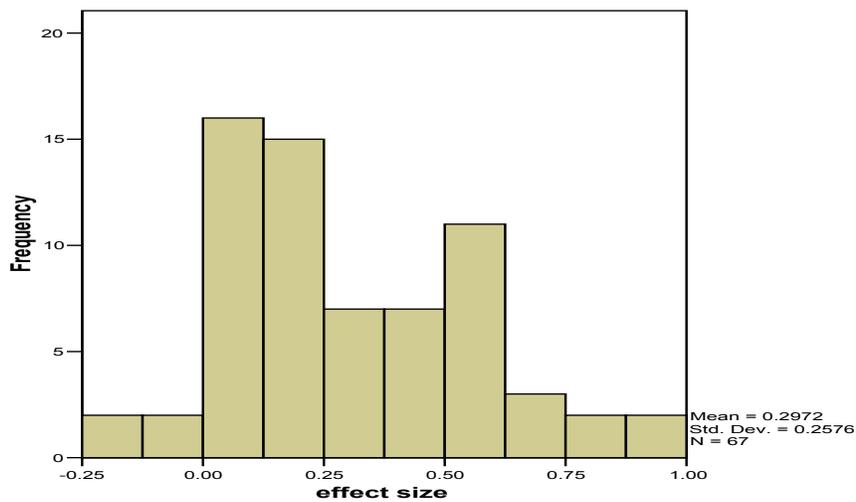


TABLE 3
MODERATOR CONSTRUCTS

Construct	Classification
Coupon Distribution Method	Media: magazine distribution, Sunday supplement, FSI, direct mail, electronic In- Store: checkout counter, aisle dispenser, ads at store (in-store)
Country of study	US sample non-US sample
Type of product	Grocery Consumer durables
Issuer	Manufacturer Retailer
Type of study undertaken	Longitudinal Cross-sectional
Type of data	Primary: face-to-face interview, shopping lists, mall intercept, mail survey Secondary: scanner panel data, firm reports etc.)
Type of discount	Cents off Percent off

TABLE 4
FRAMEWORK IN CLASSIFICATION OF INDEPENDENT AND DEPENDENT CONSTRUCT

Category	Sub Category	Items	Operationalization
Independent 1. Coupon Attitude	1.1 Attitude Toward Coupon	Coupon Attitude Family Coupon Attitude Embarrassment from using Coupon	How consumer's behavior guided by attitude towards coupon in general
	1.2 Coupon Proneness	Coupon proneness Coupon Enjoyment	
	2. Coupon Perception	2.1 Coupon Value Perception 2.2 Coupon Value Consciousness	Coupon Face Value Perception Coupon Discount Perception Coupon Discount Rate Perception Coupon Value Conscious View Coupon Favorably
3. Coupon Knowledge	3.1. Price Knowledge	Price sensitivity Price perception	What consumer knows about coupon and coupon related features.
	3.2 Coupon Knowledge	Coupon distribution preference Prefer Coupon Type	
	3.3 Product Knowledge	Product Familiarity	
Dependent 1. Coupon Use	1.1 Coupon Usage	Level of Use Coupon Frequency of Coupon Use Coupon Intensity	Measure how consumer decides to actually use coupon.
	1.2 Coupon Redemption	Redemption Value No. of Redemptions Frequency of Redemption	
2. Product Perception	2.1 Brand Perception	Brand Loyalty Brand Competitiveness Brand Switching	Effect of Coupon on brand perception
	2.2 Product Attitude	Product Preference Likelihood to try the product	
3. Purchase Behavior	3.1 Purchase Intention	Likelihood to buy Perceived purchase risk	Effect on purchases behavior of consumer due to coupon.
	3.2. Actual Purchase	Total amount spend Product Trail No. of Item bought Repeat Purchase Purchase acceleration Stockpiling	