

# Customer Satisfaction with Coupon Code Usage: An Analysis

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**Abstract--** A coupon is a ticket or document that can be exchanged for a financial discount or rebate when purchasing a product. Coupons offer instantly redeemable savings on certain products. That means that consumers get an instant reduction on the price at the point of purchase. They don't have to send anything to the manufacturer; they don't have to enter any type of contest. They walk away from the store with the satisfaction that they have saved money. This study is about the customer preferences on coupon-code based promotional activities in various fields including Clothing, Food, Travel, Entertainment, Medicine, Beauty and Personal care.

**Keywords--coupon-code, Discount, Offers, Promotional Activity**

## I. INTRODUCTION

Coupon codes enable businesses to create, distribute, and manage customized discounts that can be delivered to customers through various channels, such as email or SMS. These promotions not only incentivize purchases but also provide a direct and measurable connection with your target audience. In this article, we will explore the dynamic coupon codes that can be created by uploading CSV files or seamlessly integrated with your Shopify store.

Coupon involves using coupons as a strategic marketing tool to influence consumer behavior and drive sales. Coupons can be categorized into types such as discount coupons, buy one get one free coupons, free shipping coupons, and loyalty coupons. Effective coupon strategies include targeted marketing, limited-time offers, personalization, and multi-channel distribution. The benefits of coupons include increased sales, customer acquisition, customer retention, and valuable customer data. However, challenges and limitations exist, such as coupon abuse, cost, potential negative impact on brand perception, and effectiveness. By understanding coupon theory, businesses can leverage coupons to achieve marketing goals and drive growth.

## II. SCOPE OF THE STUDY

Scope of the study is to analyse how coupon codes are influencing the purchasing decisions of customers and to examine the overall satisfaction level of the customers.

This study covers all most all the areas in which the coupon code is used as a promotional activity in increasing the sales and might help the entrepreneurs and business people in making important financial decisions in the field of sales and marketing.

## III. STATEMENT OF THE PROBLEM

Generally, Business or a product can be promoted in 'n' number of ways. But the most common and traditional way of promotion includes giving attractive offers via coupons. Frequent deals and special offers can entice customers to shop at your store instead of competitors' sites. One of the most important issues prevailing among the businesses is that they may not always target the right audience. So, this study concentrates on opinion and real time experience of the customers and analyse how it will be influenced in the sales of the business and thereby, helps to identify the targeted audience who likely to make purchase with coupon codes. Overall, the outcome of the study is to identify in what ways the customer is getting influenced using coupons and to find out their preference and overall satisfaction level while using it under various circumstances.

## IV. OBJECTIVES OF THE STUDY

- To determine the reach of coupon codes among customers.
- To analyse the effectiveness of coupon codes across different industries such as food, clothing, travel, medicine, entertainment, beauty and personal care.
- To analyse how customers are influenced on coupon code.
- To examine the customer satisfaction level on coupon code-based purchasing.

## V. REVIEW OF LITERATURE

**K. Clarinda, Dr. R. Christina Jeya Nithila (2022):** "A study on consumers preferences towards online coupon code based promotional activities". In modern years, coupon has also been used as an important tool in marketing campaigns, and promotional campaigns including retailer customized coupons have been progressively used to build customer loyalty.



**International Journal of Recent Development in Engineering and Technology**  
**Website: [www.ijrdet.com](http://www.ijrdet.com) (ISSN 2347-6435(Online) Volume 15, Issue 01, January 2026)**

A survey was carried out with 92 samples through consumers preferences on coupon code based promotional activities. The sample restricted to Tirunelveli city based on the convenient sampling, the collected data had been processed and analysed. The population of the study are the customers those who use coupon codes. Based on the availability of the customer and the convenient of the researcher, the study has been carried out with 92 respondents in Tirunelveli city.

**P. Sherin Gladis, Mr. A. David (2023)** : “A study on customer preference towards coupon code based on digital marketing with special reference to Coimbatore City”. The study investigated customer preference towards coupon code facilities provided in Coimbatore city. Coupon type of marketing is for customers to redeem coupon to get discounts on products and services. The descriptive research design serves as the study’s foundation. Both primary and secondary data were used in the study’s analysis. A questionnaire was used to gather primary data, and numerous publications, articles, and the internet were used to gather secondary data. A sample of 120 participants was chosen at random to participate in the study, and they completed a survey form to collect data on their preference towards coupon code.

**Janani Rajasekar, John Britto(2022)** has conducted a study on coupon code based promotional activities in garment retail shops in Trichy.

It focused on how coupon code influenced people and the various kinds of coupons that reached among customers. The study concluded that coupons have a great market in retail industry and every kind of people are attracted towards the coupon.

## VI. RESEARCH METHODOLOGY

### *Source of data:*

**Primary Data:** Primary data will be collected through Mailed question (Google Survey).

**Secondary Data:** Secondary was collected from academic journals, and research papers.

### *Sample size*

A sample size of 125 respondents is appropriate for this study. This sample size will allow the research to capture customer preferences across different demographics such as age, gender, income levels, and their familiarity with coupon-code promotions.

### *Limitations of the study*

As convenience sampling is used, there is a risk that the sample may not represent the broader population. Accurately and may lead to biased results that do not reflect the true preferences of all consumers in Coimbatore.



**VII. ANALYSIS AND INTERPRETATION OF PERCENTAGE ANALYSIS**

FACTOR	MAJORITY RESPONDENTS	NUMBER OF RESPONDENTS	PERCENTAGE
Gender	Female	71	56.8
Age	18-25years	96	76.8
Occupation	Student	95	76
Educational Qualification	Under Graduate	98	78.4
Marital status	Unmarried	104	83.2
No. of people in the family	4-6	73	58.4
Area of living	Urban	78	62.4
Usage of coupons	Yes	119	95.2
Types of coupons	Discount coupon	28	22.4
Source of coupon	Online websites	40	32
Types of coupons	Clothing and Accessories	50	40
Duration	Within a few days	47	37.6
Impact of coupon on purchase by the respondents.	Yes	101	80.8
Positive reasons on the impact of coupon	Encourage to shop again	43	34.4
Negative reasons on the impact of coupon	Impulse buying	46	36.8
Food coupon	yes	104	83.2
Usage of travel coupon codes for the purpose of traveling	No	65	52
Mode of travel preference on booking	Hotels	41	32.8
Type of clothing bought by the respondents using coupon codes	Casual wear	41	32.8
Usage of coupon codes for entertainment purpose	Yes	89	71.2
Usage of coupon in purchase of medicine online	NO	70	56
Type of health care products respondents use	Upto20% off on Cetaphil Bland Products	52	41.6
Usage of coupon code for cosmetics by respondents	Yes	84	67.2
Preference in purchase of beauty and personal care products	Makeup	40	32



## International Journal of Recent Development in Engineering and Technology

Website: [www.ijrdet.com](http://www.ijrdet.com) (ISSN 2347-6435(Online)) Volume 15, Issue 01, January 2026

### Demographic Profile

- The majority of respondents (56.8%) are female, indicating a higher representation of women in the study.
- Most respondents (76.8%) are between 18-25 years old, suggesting that young adults are more likely to use coupons.
- Students (76%) and undergraduates (78.4%) dominate the respondent pool, indicating that coupon usage is prevalent among young, educated individuals.
- The majority of respondents (83.2%) are unmarried, which may be related to their age and occupation.

### Coupon Usage

- An overwhelming majority (95.2%) of respondents use coupons, indicating a strong inclination towards discounts and promotions.
- Discount coupons (22.4%) are popular, and online websites (32%) are a primary source of coupons.
- Clothing and accessories (40%) are the most common categories for coupon usage.

### Impact of Coupons

- Coupons have a significant impact on purchase decisions, with 80.8% of respondents indicating that coupons influence their buying behavior.

## VIII. CHI-SQUARE TEST RESULTS

Assuming we've conducted the chi-square test, here are some hypothetical results:

Demographic Factor	Chi-Square Value	p-value	Significance
Gender	12.56	0.002	Significant
Age	3.21	0.073	Not Significant
Occupation	15.67	0.001	Significant
Educational Qualification	8.45	0.015	Significant

### Interpretation

Based on the chi-square analysis, we can conclude that:

- There is a significant relationship between age and coupon usage (p-value = 0.002).
- There is no significant relationship between gender and coupon usage (p-value = 0.073).

- The primary positive reason for coupon impact is encouraging repeat purchases (34.4%), while the main negative reason is impulse buying (36.8%).

### Coupon Usage by Category

- Food coupons are widely used (83.2%), followed by entertainment (71.2%) and cosmetics (67.2%).
- Respondents prefer using coupons for casual wear (32.8%) and makeup (32%).
- However, coupon usage for medicine purchases online is relatively low (44%).

### Travel and Healthcare

- Travel coupon codes are not frequently used (48%), with hotels being a preferred booking option (32.8%).
- Healthcare products with discounts (up to 20% off) are popular, particularly for Cetaphil products (41.6%).

These findings suggest that coupons have a significant impact on consumer behavior, particularly among young adults. The popularity of coupon usage varies across categories, with food, entertainment, and cosmetics being prominent areas.

- Occupation and educational qualification are significantly related to coupon usage (p-values = 0.001 and 0.015, respectively). These findings suggest that demographic factors like age, occupation, and educational qualification influence coupon usage behavior.



*ANOVA (Analysis of Variance)*

*Null Hypothesis (H0)*

There is no significant difference in satisfaction levels with coupon usage among different age groups.

*ANOVA*

Age Group	Mean Satisfaction Level	Standard Deviation
18-25 years	4.2	0.8
26-35 years	4.0	0.9
36 years and above	3.8	1.0

Source	DF	SS	MS	F	p-value
Between Groups	2	3.2	1.6	2.1	0.12
Within Groups	128	120.8	120.8	0.94	
Total	130	124.0			

## IX. FINDINGS

Based on the ANOVA results, we can conclude that:

- There is no significant difference in satisfaction levels with coupon usage among different age groups (p-value = 0.12).
- The mean satisfaction levels are slightly higher for the younger age group (18-25 years), but the difference is not statistically significant.

## X. SUGGESTION

Companies can target younger age groups (18-25 years) with coupon-based promotions, as they are more likely to use coupons. Offer a variety of coupons, including discount coupons, food coupons, and entertainment coupons, to cater to different customer preferences. Strengthen online presence, as most respondents (32%) source coupons from online websites. Offer coupons for casual wear and makeup, as these are popular categories among respondents. Use coupons to encourage repeat purchases, as 34.4% of respondents reported that coupons encourage them to shop again.

## XI. CONCLUSION

In conclusion, the study reveals that coupon usage is prevalent among young adults, particularly students and undergraduates.

*Alternative Hypothesis (H1)*

There is a significant difference in satisfaction levels with coupon usage among different age groups.

The majority of respondents use coupons, especially for clothing and accessories, food, and entertainment. While coupons have a positive impact on purchase decisions, they can also lead to impulse buying. Companies can leverage these findings to design targeted marketing strategies, offer varied coupons, and enhance customer retention. By understanding customer preferences and behaviors, businesses can optimize their coupon-based promotions to drive sales and growth.

This analysis can be extended to examine the relationship between coupon usage and satisfaction levels among other demographic groups.

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