To the Graduate Council:

I am submitting herewith a thesis written by Donetta Kay Poisson entitled "Effectiveness of coupons on the decision to purchase in the full-service dining segment of the restaurant industry." I have examined the final paper copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Consumer Services Management.

John Antun, Major Professor

We have read this thesis
and recommend its acceptance:

Steve Morse

Carol A. Castiello

Accepted for the Council:

Carolyn R. Hodges

Vice Provost and
Dean of the Graduate School

Thesis
2007
.P65

Effectiveness of coupons on the decision to purchase in the restaurant industry

A thesis

Presented for the

Master of Science degree

The University of Tennessee, Knoxville

Donetta Kay Poisson

May 2007

Dedication

To my mother, Elizabeth Cummings and my father, Donald Cummings for being so supportive over the years. To my dearest friends, Sherry Lightfoot for being my sounding board, and Timothy Twohig for being my cheerleader. Foremost and above all, to my major professor, Dr. John Antun, because not only was this my first, it was also his.

Acknowledgements

I wish to thank all those who helped me complete my Master of Science degree in Consumer Sciences. I would like to thank Dr. John Antun, Dr. Rachel Chen, Dr. Carol Costello, and Dr. Steve Morse for their wisdom and encouragement. I would also like to thank Dr. John Salazar for introducing me to the idea of investigating coupons. I would like to thank my fellow students, my "office mates" Eva Smith, Warren Jahn, Laura Jetter and Chad Church for their insightfulness, suggestions and encouragement. I would especially like to thank Janet Robinson, owner of Cha Cha's, and Jill Thompson, executive director of Knoxville Tourism Association, for their support, encouragement and participation.

Lastly and most importantly, I would like to thank God Almighty who without His strength and ever-present comfort, I would not have been able to see this through.

Abstract

The National Restaurant Association (1999) indicates that coupons are the second most likely marketing tactic to be utilized in the restaurant industry (Hsu & Powers, 2002). Coupons are a part of marketing a product because the consumer perceives savings (Lichtenstein & Netemeyer, 1991). Customers are the vital driving force in the hospitality industry and it is what customers think and feel, not what the operators or corporations do that defines the *marketing* orientation (Hsu, & Powers, 2002). Whether customers are generated through creating new ones, stealing them from competitors or they are bound by loyalty, the hospitality industry requires customers for survival (Lewis, & Chambers, 2000). Although they are viable marketing strategy, improperly used, the coupon promotions could have a negative impact (Hsu & Powers, 2002). Coupons are often used in service companies, but little is known as to their influence. The bulk of the information provided encompasses retail couponing and may serve as a basis for better understanding how coupons affect the food service industry (Taylor, 2000). There are two consumer choices; purchase or nonpurchase (Gonul & Srinivasan, 1996).

This study investigates the use of coupons on the decision process to purchase, as well as the consumer's motivations, behaviors and attitudes toward coupons in the full-service restaurant segment. A research instrument was completed by a randomized sample of 246 consumers in the Knoxville, TN market. Further a purchase or no purchase experiment as conducted with the sample and an additional population. The results from both interventions were analyzed and applied to implications effecting the full-service dining segment of the restaurant industry. Consumers report they want coupons to be available. However, the results of this study indicate coupons not be well utilized.

TABLE OF CONTENTS

CHAPTER 1	1
INTRODUCTION	1
CHAPTER 2	7
COUPON VALUATION	7
CONSUMER EVALUATION FRAMEWORK	9
CONSUMER PRICE KNOWLEDGE	11
DISTRIBUTION	13
CONSUMER PURCHASING CHARACTERISTICS	13
DEAL PRONE CONSUMERS	13
MARKET MAVEN	14
SMART SHOPPER	14
NEW CONSUMERS	15
PURCHASE	16
CONSUMER EXPECTATIONS	19
REPEAT PURCHASES	19
CONSUMER PURCHASE BEHAVIOR RESPONSE	20
FOOD SERVICE INDUSTRY	23
SUMMARY	25
SPECIFIC AIMS	26
CHAPTER 3	27

PROBLEM STATEMENT 28

RESEARCH QUESTIONS 28

OBJECTIVES 29

RESEARCH OVERVIEW 29

SAMPLE 30

SAMPLE SIZE 32

DEVELOPMENT OF THE SURVEY TEST INSTRUMENT 34

COUPON DISBURSEMENT 38

DATA COLLECTION PROCESS 39

STATISTICAL ANALYSIS 40

CHAPTER 4 43

INTRODUCTION 43

DEMOGRAPHIC CHARACTERISTICS 43

RESULTS OF SURVEY INSTRUMENT 44

DOMAIN ONE: CONSUMER MOTIVATIONS 47

DOMAIN TWO: CONSUMER BEHAVIOR 52

DOMAIN THREE: CONSUMER ATTITUDES 57

COUPON EXPERIMENT 64

CHAPTER 5 67

SUMMARY, CONCLUSIONS AND IMPLICATIONS 67

INTREGATION OF FINDINGS 69

IMPLICATIONS OF FINDINGS 72

LIMITATIONS 78

FUTURE DIRECTIONS 80

REFERENCES 82

LIST OF TABLES

TABLE 1: LIKELIHOOD OF USING MEAL DEALS 2

TABLE 2: CONSUMER PERSPECTIVE/REACTION TO COUPON AVAILABILITY 22

TABLE 3: PILOT SURVEY RELIABILITY SCORES 35

TABLE 4: FINAL SURVEY RELIABILITY SCORES 37

TABLE 5: VARIABLE TESTS REFERENCED TO STUDY 41

TABLE 6: RESPONSES; CATAGORICAL QUESTIONS 46

TABLE 7: RESPONSES; LIKERT-SCALE QUESTIONS 46

TABLE 8: THE RESPONSES FOR THE LIKERT-SCALE QUESTION; QUESTION 16 46

TABLE 9: CONSUMER MOTIVATION RESEARCH QUESTIONS AND RELATED SURVEY INSTRUMENT QUESTIONS 47

TABLE 10: RESULTS ON THE QUESTION, *WOULD YOU USE A COUPON TO TRY A NEW RESTAURANT* 49

TABLE11: RESULTS ON THE QUESTION, *DO YOU TAKE THE TIME TO CLIP COUPONS* 49

TABLE 12: RESULTS ON THE QUESTION, *IF GIVEN THE CHOICE BETWEEN TRYING NEW OR FAVORITE RESTAURANT* 51

TABLE 13: RESULTS ON THE QUESTION, *IF GIVEN THE CHOICE BETWEEN TRYING A NEW RESTAURANT OR YOUR FAVORITE WHEN THERE IS A COUPON FOR THE NEW RESTAURANT.* 51

TABLE 14: METHOD USED TO FIND COUPONS, MEASURED BETWEEN THE TWO GROUPS ("YES" "NO") 51

TABLE 15:
CONSUMER BEHAVIOR RESEARCH QUESTIONS AND RELATED SURVEY INSTRUMENT QUESTIONS 53

TABLE 16: "YES" GROUP STATISTICS FOR QUESTIONS 15 54

TABLE 17: "YES" GROUP STATISTICS FOR QUESTIONS 16 54

TABLE 18: PERCENTAGES FOR NUMBER OF VISITS TO RESTAURANT CHOICES PER WEEK FOR PEOPLE WHO USE COUPONS 54

TABLE 19: OCCUPATION, AGE AND GENDER FOR THE QUESTIONS, HOW OFTEN DO YOU EAT AT FAST FOOD RESTAURANTS; AT CASUAL DINING RESTAURANTS 56

TABLE 20: AGE, GENDER AND OCCUPATION PARTICIPANT PERCENTAGES FOR INDIVIDUALS REPORTING FAST FOOD USAGE OF 8 OR MORE TIMES 56

TABLE 21:
CONSUMER ATTITUDE RESEARCH QUESTIONS AND RELATED SURVEY INSTRUMENT QUESTIONS 59

TABLE 22: RESULTS ON THE QUESTION, *SHOULD RESTAURANTS OFFER COUPONS* 59

TABLE 23: IMPORTANCE OF BEING OFFERED COUPONS 59

TABLE 24: RESULTS ON QUESTION, *WHICH TYPE OF COUPON/DISCOUNTING DO YOU FIND MOST BENEFICIAL* 59

TABLE 25: REPORTED OPINIONS OF THE PARTICIPANTS IN REGARDS TO RESTAURANT USE OF COUPONS 62

TABLE 26: REPORTED OPINIONS OF THE PARTICIPANTS IN REGARDS TO RESTAURANT USE OF COUPONS 63

TABLE 27: REPORTED OPINIONS OF THE PARTICIPANTS IN REGARDS TO RESTAURANT USE OF COUPONS; PRODUCT AND SERVICES 63

TABLE 28: RESULTS FOR INDIVIDUAL INCOME AND COUPON USAGE 65

TABLE 29: RESULTS FOR INDIVIDUAL INCOME AND AGE FOR "YES" GROUP 65

LIST OF FIGURES

FIGURE 1: CONCEPTUAL MODEL OF HOW COUPON VALUES AFFECT INTENTIONS 10

FIGURE 2: RESEARCH DESIGN 31

FIGURE 3: OCCUPATIONAL PIE CHART 45

FIGURE 4: THREE STYLES OF COUPONS AND PARTICIPANT PREFERENCE PIE CHART 61

Chapter 1

Introduction

Marketing proves to be an important part of driving sales and increasing profits (Olsen, West, & Ching-Yick Tse, 1998). Profit is the measure of how well a company marketed its product (Lewis, & Chambers, 2000). Marketing, more than any other business role, deals with customers (Kotler, Bowen, & Makens, 1996). The basic definition of marketing is to attempt to promote a desired response from customers by creating and offering value in the market (Kotler, 1972).

Customers are the vital driving force in the hospitality industry and it is what customers think and feel, not what the operators or corporations do that defines the *marketing* orientation (Hsu, & Powers, 2002). Whether the customers are generated through creating new ones, stealing them from competitors or they are bound by loyalty, the hospitality industry requires customers for survival (Lewis, & Chambers, 2000). It is imperative to meet consumers' needs. If the product is not purchased, the fault usually lies in the marketing of that product (Neff, 2005).

Marketing methods used to reach the customer can vary widely (Hsu, & Powers, 2002). The principle forms of marketing promotions utilized are as follows:

- Coupons
- Discounts
- Premiums
- Games, sweepstakes and contests
- Merchandising
- Packaging
- Sampling

The National Restaurant Association (1999) indicated coupons to be the second most likely 'meal deal' to be taken advantage of as shown in Table 1. Coupons in the restaurant industry are the focus of this research. Coupons can be a strong marketing tool. Coupons can stimulate sales of a stagnant product or promote sales of a new product (Kotler, Bowen & Makens, 1996). The multimillion-dollar coupon industry has been in existence for more than 100 years (Slater, 2001). For example, one of the first businesses to circulate coupons was the Coca-Cola Company in 1894. The coupon circulated by Coca-Cola offered a complimentary glass of Coke at the neighborhood drug store (Babakus, Tat & Cunningham, 1998). Another example is the C.W. Post Corporation, manufacturers of cereal products, who in 1895 offered a one penny certificate for every box of Grape Nuts Cereal purchased (Thissin, 1995).

Table 1: Likelihood of Using Meal Deals

Incentive or promotion	All adults using meal deal	Men using meal deal	Women using meal deal
Two for one	51%	49%	53%
Coupons	44%	38%	49%
Complete meal special	44%	43%	45%
All you can eat specials	42%	46%	38%
Price reduction for dining during off peak hours	33%	36%	30%
Senior citizen discount	30%	30%	30%
Early-bird specials	24%	26%	22%
Games and Sweepstakes	14%	14%	13%

By 2001, it has been estimated that 3,000 manufacturers printed 310 billion coupons in the United States (Slater, 2001). Coupon distribution rose by 7.7% in 2004 to 251 billion offers with two of the main distributors, Proctor & Gamble and General Mills, accounting for 60% of national coupon distributions (Joyce, 2005). According to Sarah Earith, client services manager of Valassis, formerly NCH Marketing Services, of 3.8 billion coupons being distributed by their company, 11% have been redeemed indicating a strong sales and 'brand-awareness' instrument (Anonymous, June 9, 2006).

Although the above information indicates coupons to be a viable marketing strategy, improperly used, the coupon promotion could have a negative impact. Operators have been known to use promotions as a 'quick fix' for declining sales. If promotions are used improperly, it can hurt the image of the company (Hsu, & Powers, 2000).

Overuse is another variable to consider when companies utilize coupons. The overuse of coupons could induce a 'poor value' mentality resulting in the coupon losing its competitive advantage (Kotler, Bowen, & Makens, 1996). Although this phenomena may be discouraging to companies that offer coupons, to hinder the promotion could be detrimental. Business enterprises that have attempted to discontinue coupon offerings have generally not been successful. For example, in 1996 Procter & Gamble's decision to refrain from coupon promotions was found to have had significant reductions in market share and little or no increase in customer retention (Ailawadi, Lehmann, & Neslin, 2001).

When Proctor & Gamble launched its' 18 month "no coupon" experiment in upstate New York, it failed. At a company level it made sense. The consumer was still saving money because the company offered more efficient savings then with coupons.

Unfortunately, the consumers were not happy that their coupons had been taken away. Consumers were boycotting Proctor & Gamble products and news of the boycott gained national coverage (Narsetti, 1997). Although coupons could have a negative impact if improperly used, coupons have become an integral part of marketing for corporations, by virtue of the consumer's opinion of valued savings (Lichtenstein & Netemeyer, 1991).

Market share is defined as the proportion of the total available market that a company may be competing for (Kotler, Bowens, & Makens, 1996). Market share can be expressed as "a company's product sales as a percentage of total sales for that industry" (Lamb, Hair, & McDaniel, 2002). For example, if a snack food company made $3,450,000 in annual sales and the overall snack market produced $15,000,000 in annual sales, then the market share for the snack food company would be 23%.

According to Stephanie Thompson (1997), the wave of the future, in relation to couponing, is targeting a market. For example, Proctor & Gamble currently implements a 'state-of-the-art' program to reach their most influential target for coupon distribution and other promotional offerings: moms (Berner, 2006). While targeting the right market is important, it is still only one factor when using marketing promotions such as coupons. Once the target market is decided, the satisfaction of needs, demands and wants must be met in order for the marketing tool to be successful (Lewis & Chambers, 2000). The "market" is a set of actual and potential buyers who might purchase from a seller (Kotler, Bowen & Makens, 1996).

Research has been conducted to better explain consumer utilization of coupons (Bagozzi, Baumgartner, & Yi, 1992). Coupons are, as broadly defined by Kotler, Bowen, and Makens (1996), "certificates that offer buyers savings when they purchase specified

products." A coupon is a sales promotion device. Research regarding coupons as a marketing tool in the packaged-goods industry is robust. Coupons are well used in service companies, but little is known as to

their impact (Taylor, 2001). Information about coupons in the food service industry is not nearly as comprehensive.

There are different types of coupon discounts (Raghubir, 2004):

- percentages off
- dollars off
- buy one get one free

Coupons are used to offer a discount from normally priced items (Raghubir, 2004). Coupons are, as defined by Kotler, Bowen and Maken (1996), a printed certificate to be cut out and used to obtain a discount on specified merchandise.

In the retail industry and in the food service industry, coupons may be similar in their uses. Coupon promotions can be for service oriented products or pre-packaged merchandise (Taylor, 2000). The bulk of the information provided encompasses retail couponing and may serve as a basis for better understanding how coupons affect the food service industry (Taylor, 2000).

The focus of this research is to examine the effectiveness of coupons on the consumers' purchase decision within the restaurant industry. There are two consumer choices; purchase or non-purchase (Gonul & Srinivasan, 1996). The question is, do coupons have an influence on the consumer purchase decision? This research will attempt to accomplish the following:

- assess the coupons' influence on the consumer purchase decision
- define the style of coupon most well received

- characterize the target market demographic characteristics of consumers' utilizing coupons
- provide information that may assist food service industry professionals effectively employ coupons as a worth-while marketing instrument

Chapter 2

Literature Review

Coupon Valuation

Coupons are a part of marketing a product because the consumer perceives savings (Lichtenstein & Netemeyer, 1991). According to Kendrick (1998), coupons are examined by consumers in regards to the quality of the product, and its price. Also, couponing has been considered a dynamic tactic for manufacturers' of packaged goods. Coupons have been thought to be effective in tempting prospective consumers to try new products as well as a reward to loyal customers for their continued patronage. Research suggests the higher the coupon value, the higher the incentive for consumers to purchase (Kendrick, 1998). Coupons can promote sales when consumers have a greater perceived value of the coupon; it will positively impact sales (Della Bitta, Monroe, & McGinnis, 1981).

However, there are other marketers who believe coupons to be ineffective and a "non-consumer franchise building activity" (Prentice, 1987). Consumer franchise activities are those activities that help build brand preference and develop brand relationships with the customer. Non-consumer franchise building activities accelerate action by the consumer but do not register the brand's quality or characteristics in the consumer's mind. Couponing, according to Prentice (1987), only offers a non-unique price reduction that is similar to other brands. Coupons can generate sales in the short term and tend to accelerate the purchase cycle. From a long term perspective, coupon promotions may diminish projected income; once the sales promotion stops, the sales drop off (Jones, 1990).

In a competitive market, a coupon promotion may also induce brand switching as opposed to brand loyalty. For example, if a consumer usually purchases brand X, they may purchase brand Y due to a coupon being offered, but return to brand X after the product is exhausted. Companies that utilize price discounts can create a vicious cycle while the consumer's purchase decision remains price (coupon) driven instead of brand driven (Davis, Inman, & McAlister, 1992). Only *one in three* consumers will use a coupon to try a new brand, however *nine out of ten* consumers will use a coupon for a brand they already purchase (Raphel, 1995). What this means is, companies may be hurting themselves by offering coupons.

In 1996, Proctor & Gamble, one of the leading manufactured goods companies, eliminated coupons in test markets and promoted a value-price tactic. A value-price tactic involves eliminating the paper coupon and presenting direct savings on the shelves of the retail store. Consumers in the area of the test markets were outraged. The test not only angered consumers, but public officials claimed the elimination of coupons as a tool to hurt the "average joe" and proposed a resolution for the company to drop the elimination of coupons (Narisetti, 1997). Procter & Gamble's decision to encourage the value-price tactic and to stop coupon promotions was found to have deterioration in market share and no improvement in buyer retention (Ailawadi, Lehmann, & Neslin, 2001). In April 1997, Proctor & Gamble discontinued their no-coupon test. Evidently, consumers want their coupons. There is a belief among consumers that coupons can save them money and they do not want to be deprived of that practice (Ambler, 1999). The issue is how consumers assess coupon values. A conceptual framework developed by Raghubir (2004) illustrates

how consumers can evaluate a coupon's value by comparing it to other product prices and competitive prices.

Consumer Evaluation Framework

The framework explores the outcomes of price inferences, product quality inferences, the deal evaluation and the trial intentions. Figure 1 is the conceptual model of how coupon values affect consumer utilization intentions. Conceptual model studies

The framework implemented three studies:

- Study 1: the moderating effect of price of non-promoted products on the coupon value effect.
- Study 2: competitive price variance.
- Study 3: the interaction of presence of price of other brands and competitor price variance.

Each study utilized an experimental plan. The first study introduced a "sales promotion" scenario for an event. Sales promotions are non-personal promotional efforts which are designed to have a direct influence on sales. A sales promotion is media and non-media marketing used for a pre-determined time, usually short term, to encourage purchases (Kotler, Bowen, & Maken, 1996). Examples include:

- Coupons
- Discounts
- Rebates

The second study examined the affect of a buy one get one free (BOGO) offer. According to Raghubir (2004), the value is determined by the presence of other BOGO offers. If there are none, the original will be perceived as a higher value coupon.

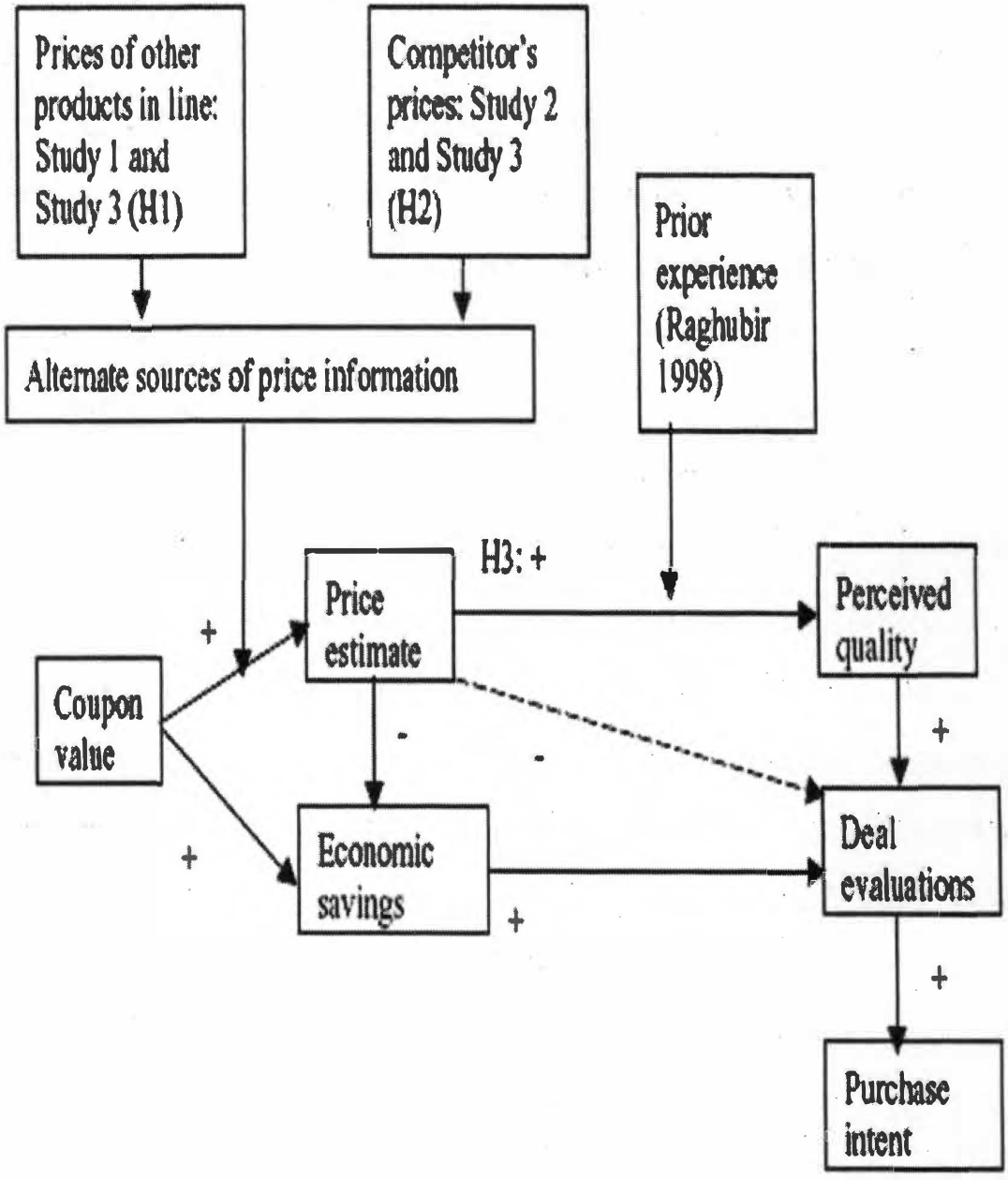


Fig. 1. Conceptual model of how coupon values affect intentions.

Raghubir, 2004

This study also measured the customers' quality perception of the product involved in the BOGO promotion. The second study also showed signs of value and quality judgments being contingent on other promotions in the industry and the distinctiveness of the promotion. The second study's experimental scenario introduced two promotions:

1. A promotional BOGO offered to attend an event.
2. A promotional BOGO in a retail environment.

The third study implemented an experimental scenario involving the purchase of pizzas. Coupon values varied as well as company offerings developing a competitive arena for the products being offered. Patrons were to evaluate the better bargains based on quality and values. In study three, the pricing information was manipulated and proved to support the hypothesis that higher coupon values will be less effective at improving sales when consumers' infer higher prices. The three studies conducted evaluated the effect of coupon value on the purchase intention in relation to coupon values and consumer price knowledge (Raghubir, 2004). This means that not only does the value of the coupon have an impact, but the individual consumers' price knowledge will also play a part in the decision to use the coupon.

Consumer Price Knowledge

The consumers' knowledge of pricing information, past prices and other brand prices can change the impact of the coupon. A supermarket analysis (Cheong, 1993) indicated that even though there would be an increase of coupon utilization, there was no increase in the amount of money spent. Also, the customers' price perception was clouded and there was a decrease in the repeat purchase of the discounted merchandise

(Cheong, 1993). Consumers often believe when there is a coupon offered, the price on the product is raised to counteract the coupon (Advertising Age, 1988).

The perception of higher prices by the consumer could negatively influence the coupon utilization (Lichtenstein, Netemeyer, & Burton 1991). Consumers will evaluate price information prior to purchase (Jacobson, & Obmiller, 1990) and consumers may deduce that the presence of promotions reduces the original overall price. However, Raghubir (2004) suggests that price promotions increase price expectations and consumers might be less likely to try a product. If price promotions lead to increased price expectations there could be a negative impact on trial sales. Trial sales are referred to as those purchases that are first time purchases (Fader & Hardie, 2003). "Trial sales," as described by Hardie, Fader, and Wisniewski (1998), are a way to test new products. For the purpose of this research, trial sales will be categorized as a testing period for first time purchase products.

Raghubir (2004) suggests that consumers are not aware of the price of the promotional product being offered. Prices are important to consumers, although there are times when the consumer is unaware of the price change or the actual prices of products (Dickson, & Sawyer, 1990). Dickson, and Sawyer surveyed 800 supermarket shoppers to test the concept of price knowledge. Less than half (47.1%) of the supermarket shoppers knew they had purchased a discounted promotional item. Only 41.9% of the individuals surveyed, participated in giving an estimate of the price of a sales item of those who participated, their price reduction estimate was off by 47%. Dickson, and Sawyer (1990) describe price knowledge as "the internal reference prices stored in a customer's long-

term memory." An internal reference price is classified as, "an internal cognitive representation of a fair price against which to compare future prices" (Winer, 1986).

Distribution

As stated by Blattberg, and Neslin (1990), marketing of coupons and their disbursement can come in different ways. Coupons may be delivered to the consumer by magazines, direct mail, product packaging labels and newspapers. Currently, coupons have also found their way onto the World Wide Web. The internet can provide readily available e-coupons that can be easily searched out and printed off (Fortin, 2000). Sunday newspaper inserts represent over 78% of distributed coupons (Blattberg, & Neslin, 1990). However, Smith (2006) posits direct mail as the main coupon distribution medium. According to Teel, Williams, and Bearden (1980) coupon susceptible consumers chose newspapers and product packages as their best resource for locating coupons.

Consumer Purchasing Characteristics

There are four descriptions given to illustrate consumer purchasing characteristics: deal prone consumers, market mavens, new consumers and smart shoppers. Each characteristic is defined, illustrated and described in the following paragraphs to allow for a better understanding of the possible consumer purchase decision conclusions.

Deal Prone Consumers

"Deal prone" consumers seem to enjoy the process of shopping (Schindler, 1989; Thaler, 1985) as well as the final outcome of saving money. Deal prone consumers are characterized as "basing their decision to purchase on whether or not a particular product

is being sold under some sort of deal construct" (http://www.marketingpower.com). The deal prone consumer typically would be a middle-aged female at home who is a brand switcher (Schindler, 1989). Deal is described as "an inducement such as a price reduction, free goods offer or other special offerings made to redirect consumers and is generally for a specified, limited time" (http://www.marketingpower.com). According to Bawa, and Shoemaker (1987), consumers seem to want to be involved in the process of "winning" a bargain. This process suggests that "deal prone" consumers may consider themselves smart shoppers (Blattberg, & Neslin, 1990; Mano, & Elliott, 1997) and exhibit market maven tendencies (Garretson, & Burton, 2003).

Market Maven

Market mavens are a group which account for a large portion of total coupon users. Market mavens feel the need to be "smart shoppers" (Schindler, 1989). A market maven is described as, "people who possess information about products, places to shop, and who provide other consumers with market information" (Laroche, Pons, Zgolli, Cervellon, & Kim, 2003). According to Clark, and Goldsmith (2005), market mavens are information leaders with high self-esteem. Generally, their advice is sought out by other consumers. For marketing companies, the market maven could be a valued costumer to target due to word-of-mouth. Market mavens look for products and brands that will distinguish them from the crowd while supporting the best price for the value. Advertisements to mavens should highlight product attributes as well as savings.

Smart Shopper

A smart shopper can be characterized as having the tendency to invest time and effort in seeking and utilizing promotion-related information in order to achieve price

savings (Mano, & Elliott, 1997). Smart shoppers may watch for promotions and switch brands in order to receive the best deal reinforcing their self-perceived ideas of being a smart shopper (Blattsberg, & Nieslin, 1990). Schindler (1989) who describes these feelings as "ego expressive," a desire to bolster one's self-concept as a smart shopper, has investigated this concept. Utilitarian behaviors and hedonic behaviors could both be fulfilled by the deal prone, market maven or smart shopper-type consumers (Hirschman, & Holbrook, 1982). Utilitarian, as defined by Scarpi (2005), is pertaining to task related feelings and more important than luxury. Hedonic, in retrospect, is characterized by pleasure and a feeling of being festive (Scarpi, 2005). What this means is that the deal prone, market maven or smart shopper-type consumers derive feelings of satisfaction and pleasure from saving money when purchasing needed items for consumption.

New Consumers

Coupons have been offered to entice new customers to try a new product (Bawa & Shoemaker, 1987). Coupons are often used to stimulate initial trial sales of new items. In addition to stimulation of initial purchases, coupons are often employed to encourage brand franchise building (Teel et.al, 1980). According to Traynor (1999), brand franchise is the process of brand recognition built up to the point of mass positive reaction in the marketplace.

Most coupons distributed in the United States are for manufactured national brands (Cronovich, Daneshvary, & Schwer, 1997). Brand recognition may possibly drive consumers to purchase. A "brand" is representative of the product, company or service. Brands ideally reflect the company's quality or characteristic. Many times brands are associated with an image and thereby "branded" into the consciousness of the consumer.

A brand should mirror the expectations related to the product. A brand can be one of the most important tools marketers can use to distinguish themselves (Lamb, Hair, & McDaniel, 2002).

Brand preference is an excellent predictor of purchase intent for goods or services (Banks, 1991). That is, as prior purchase levels increase for services and goods, brand preference develops and so does the likelihood for coupon redemption of that product (Shoemaker, & Tribwala, 1985). A weak brand preference would negatively impact the consumer sensitivity to promotions for that brand. Studies have concluded that after taking advantage of the price reduction, the "new customer" will usually return to their original, preferred brands (Bawa, & Shoemaker, 1987).

Purchase

Thaler (1985) indicated five determinants contributing toward whether a consumer will purchase an item because a coupon is offered. The five determinants are:

- coupon proneness
- value consciousness
- pricing
- brand loyalty
- demographics.

Transaction utility theory is used to delineate between coupon proneness and value consciousness. Transaction utility theory was propounded by Thaler (1985) to explain that the value derived by a customer from an exchange consists of two drivers: acquisition and transaction utility. Acquisition utility represents the economic gain or loss from the transaction. When the price exceeds the consumer perceived value, the acquisition utility is negative (Thaler, 1985). Where as transaction utility is associated with purchase or (sale) and represents the pleasure (or displeasure) of the financial deal

and is a function of the difference between the selling price and the reference price. The reference price is the amount of money the consumer expects to have to pay for an item (Thaler, 1985). Thaler's (1985) theoretical model is based on Kahneman, and Tversky's (1979) prospect theory. The prospect theory is a theory based on decision making (Guthrie, 2003).

> The Utility Theory model is an attempt to describe the mental coding of financial transactions. Two constructs are needed: the "value equivalent" and the "reference price". For the purchase of a particular good z, the value equivalent denoted $\bar{a}$, is defined as the amount of cash the individual would need to make him indifferent between receiving cash or z. The reference price, p is the amount of money the individual expects to have to pay for z. The buyer's estimate of the seller's cost will affect p. Higher costs increase p. for a given purchase of good z, at price x, two types of utility are postulated; acquisition utility and transaction utility. Acquisition utility represents the economic gain or loss from the transaction and is a function of $(\bar{a} - x)$. When $x > \bar{a}$ the price exceeds the value to the customer's acquisition utility v $(\bar{a} - x)$ is negative. If $x < \bar{a}$ then acquisition utility is positive. The other type of utility associated with the purchase (or sale) is called "transaction utility". It represents the pleasure (or displeasure) associated with the financial terms of the deal. It is a function of the difference between the selling price and the reference price. If $x < p$ then the purchase is a bargain and the transaction utility is positive.
>
> If $x > p$ then the price is not considered a good deal and the transaction utility is negative. This is formulated as:
>
> $$v(-x) - v(p)$$
>
> except when there is a "small" bargain $(x < p)$ in which case it is coded as v $(p - x)$. Notice that when $x > p$ the transaction disutility is smaller for given absolute difference $x - p$, the greater is x. That is, the disutility of being charged \$10 more than we expected is greater on a \$25 purchase than on a \$1000 purchase. The total utility of a purchase is just the sum of the acquisition utility and

> transaction utility. General implications: if income effects and transactions costs are ignored, then all behavior can be predicted either by the use of just the market price, x, and the reservation price p. If $x < \bar{a}$ then the consumer will buy the good in question and if $x > \bar{a}$ he will sell the good if he has any. If $x = p$ then no transaction will be made (Thaler, 1985, p. 230).

The hypothesis is the differential relation between coupon proneness, value consciousness and several price and deal related constructs. Results showed value consciousness strongly related to the use of internal reference prices. Internal reference prices are described as, a standard stored in consumers' memory and recalled to evaluate the validity or attractiveness of retail prices" (Shirai, 2003). Previous research has measured these constructs on the basis of behavioral terms (Raju, & Hastek, 1980). Consumer behavioral response terms will be discussed in greater detail in a following section of this study.

Lichtenstein, Netemeyer, and Burton (1991) believe coupon proneness is but one of many psychological variables that have an impact on an individual's response to coupon offers. Coupon proneness is defined as, "an increased propensity to respond to a purchase offer because the coupon form of the purchase offer positively affects purchase evaluations." Value consciousness is defined as, "a concern for paying low prices, subject to some quality constraint" (Lichtenstein et al., 1990).

Acquisition utility; the economic gain or loss from a purchase transaction, and transaction utility; the pleasure or displeasure associated with the financial terms of the deal, are two ideas that influence total utility. Total utility would be the combination of both acquisition and transaction utilities (Thaler, 1985). Total utility is the over-arching

theory of this research. Total utility theory may help to determine consumer purchase motivations in coupon utilization in the restaurant industry. Acquisition utility and transaction utility suggest that the use of coupons can increase both types of utility in respect to a lower purchase price. Lichtenstein (1990) proposed that beyond both types of utilization, a coupon will have a greater impact on transaction utility because it also affects the internal reference prices, but not the satisfying ability of the product. Lichtenstein (1990) argues that value consciousness is concerned with the relationship between quality received for price paid and is more highly related to acquisition utility. Coupon proneness is more strongly related to the specific financial terms of the transaction (Lichtenstein, 1990).

Consumer Expectations

Gönül and Srinivasan (1996) compiled purchase history data, developed a model of consumer expectations and extracted important insights as to the purchasing decision affected by expectations of promotions. In the event the consumer decides to purchase, it can be explained in one of two ways.

- The possibility of stock-out due to unexpected high consumption encourages the consumer to buy now.
- The consumer expects the price to jump or a coupon to expire with no new ones expected.

In each period the probability of either a purchase or non-purchase is estimated.

Repeat Purchases

Consumers who redeem coupons are 7.5 times more likely to purchase again, after the initial promotion is completed, as compared to those who did not redeem

(Taylor, 2001). Consumers will buy more products at one time in the presence of a coupon (Blattberg, Eppen, & Lieberman, 1981). Coupons can also influence stockpiling, an increase in inventories, which insulate consumers against price increases (Ailloni-Charms, 1984; Blattberg, & Neslin, 1990; Krishna & Shoemaker, 1992). The results are a longer repurchase cycle in the time frame following the promotion of goods. Stockpiling would not influence the service industry because of its intangible nature. Because coupons can not promote stockpiling with the service product, there will not be a longer repurchase cycle for those patrons (Taylor, 2000).

As the promotion intensifies and the frequency of the promotion becomes higher, a loyal and rational consumer may stockpile the promoted brand for future consumption (Gonul, & Srinivasan, 1996). Even though there is evidence of stockpiling, (Blattberg, Eppen, & Lieberman 1981; Neslin, Henderson, & Quelch, 1985) other research proves advance purchases to be marginal. The expectation of promotions could influence the purchase decision, even if that expectation is inaccurate (Krishna, 1990).

Consumer Purchase Behavior Response

Coupons can have an influence on the consumer's purchase behavior (Fortin, 2000). Their purchase decision is based on minimizing financial burdens (Gonul & Srinivasan, 1996).

Households with sufficient stock of inventory of the coveted item may face a decision on whether or not to buy if given the opportunity to save money with a coupon. If the household has sufficient supply on hand, does the coupon value deliver savings sufficient enough to support over-stock? Is it worth it? The two consumer choices, purchase or non-purchase, are influenced by the present coupon value, its expiration date and the

possibility of future coupons (Gonul & Srinivasan, 1996). This information could be beneficial to managers trying to understand the impact of coupons on the consumers purchase behavior (Kendrick, 1998).

There are coupon usage studies that research consumer intentions, as with Shimp and Kavas (1984), who developed a theory to work with their predictive model framework on consumer behavior. Consumers' intentions are determined by their attitudes and perceptions about whether their peers would believe they should /should not clip coupons (Fishbein & Ajzen, 1975). According to Fishbein and Ajzen (1975) there are seven consequences of coupon usage:

- Time and effort required to clip coupons.
- Time and effort required to redeem them.
- Monetary savings.
- Feelings of being a thrifty and smart shopper.
- Necessity of subscribing to extra newspapers and magazines.
- Necessity of purchasing non-preferred brands.
- Need to shop the different grocery stores.

There are numerous methods of study that were developed over the past 30 years in relation to deal prone consumer and couponing (Slater, 2001). Further investigation can be divided into aggregate modeling of the coupon redemption characteristics and the individual consumer variables (Taylor, 2001). The Gonul et. al. (1996) research supports the notion that consumers hold beliefs about future coupon availability.
When a coupon is available, the probability of purchase is higher. Consumers have expectations about future coupons and their availability. Those expectations differ depending on whether there is a coupon available in the current period. It was observed that when there is no coupon available in the current period, the probability of one in the

next period is higher (Raghubir, 2004). The higher the coupon value is, the less effective it is at improving sales. Consumers use the high value coupon to infer high prices. Consumers inferred that prices are over 40% higher than normal (Raghubir, 2004). Consumers believe when there is a coupon offered the price on the product is raised to counteract the coupon (Advertising Age, 1988). An illustration of the consumer perspective or reaction to coupon availability follows in Table 2. According to Etgar, and Malhotin, (1981), Olson, (1977) Rao, and Monroe (1989), customers infer quality from price in the absence of other cues leading to the belief that higher coupon values equal higher quality.

Table 2: Consumer perspective/reaction to coupon availability

Coupon availability	**Consumer perspective/reaction**
Coupon available	High probability to purchase in current period
No coupon available	High probability to wait to next period
Coupon offered	Price increased
High coupon value	Higher product quality
High value coupon	Less effective at improving sales

Note. Consumer coupon perspective based on availability (Raghubir,2004).

Food Service Industry

According to Nation's Restaurant News (2005), the food service industry is one of the largest industries in America. The average household in 2002 spent $2,279 on food purchased away from home and by 2006 restaurant sales are predicted to reach $511 billion dollars (http://www.business-journal.com/RestaurantSales06.asp/).

American's spent approximately 46.7% of their total food budget on meals away from home. It is projected by 2010 the percentage of the food budget spent will increase from 46.7% to 53% for food purchased at restaurants. Nation restaurant news statistics indicated that in 2004 people bought food from a restaurant 5.3 times per week (Freeman, 2006). In addition, Stensson, media manager for National Restaurant News (2006), proclaims Americans to live much busier lives and prefer the convenience of eating out. The *fourth meal* promotion utilized by fast food restaurants recognizes the need to extend the idea of a *fourth meal* to emerging congested life-styles (Cebrzynski, 2006).

The focus of this research is on coupon usage in the restaurant industry and its' effect on the purchase decision. According to Fleming and Miller (2006), full-service restaurant establishments are divided into three main types of restaurants; family style dining, casual dining and fine dining. Full-service restaurants are engaged in providing food services to guests who order from a menu and are served while seated. Full-service restaurants may provide alcoholic beverages as well, depending on the establishment and style of restaurant (www.marketresearch.com). Fast food or quick service is another segment of the restaurant industry. According to Lovelock (2000), a fast food or quick service restaurant delivers speedy, freshly prepared food items in a self-serve environment.

The consequences of price promotion are generally focused on manufacturer and in-store coupons. Price reductions are often used for retailers of "packaged goods." The question is, if the coupon industry does not contribute to the economic fortitude of these companies, why are they still being utilized? Shimp (1993) refers to the "competitive dynamics" of the American business owner and defines couponing as "a fact of life that will continue to remain an important part of marketing in North America and elsewhere." The coupons boost the customer counts, while they may see an erosion of their profit margin (Feltenstein, & Terry, 1991). Couponing has been characterized as a conundrum, especially in the eyes of restaurant industry professionals.

Coupons have been used for years as a way to promote sales (Slater, 2001). Certain food segments, such as pizzerias, experience high coupon usage. Couponing is extremely prevalent in the pizzeria segment of food service. Consumer expectations drive the industry to continuously produce price discounts (Garber, 2003).

The restaurant industry is under the impression that couponing is here to stay and will continue to be into the future (Farrell, 1988). Coupons can increase short-term sales, but are no replacement for long-term advertising. The desire for restaurateurs is to entice new customers to their establishments (National Restaurant News, 1985). The strategy is that once the new customer has tried their product, they will return and be willing to pay full price. Unfortunately, the converse to this scenario could be the creation of a false customer base and a 'price reduction image' (Nations Restaurant News, 1985). With constant usage of couponing, the foodservice industry could establish traffic that is merely coupon driven. Customers may wait for the perceived next coupon. This could result in an erosion of the price to value relationship (Wiggle, 1991). The price to value

relationship is defined as, "a product's value to customers and the greatest amount of money they would pay for it. In other words, a product will rarely be purchased when its price exceeds its value to the customer" (http://www.pricingsociety.com).

Companies may counteract predictability of coupons by varying the coupon introduction times to disrupt the consumers' ability to anticipate their beginning and ending. When consumers anticipate coupons and adjust their purchase behavior accordingly, the coupon becomes a costly promotional activity to the company offering the promotion (Kendrick, 1998).

Summary

Coupons continue to be a major marketing venue for both packaged goods and services. The majority of the literature reviewed discusses coupons in a retail environment. The retail industry provides products that are typically pre-packaged goods and can be stored or stockpiled. Consumers may purchase more products at one time in the presence of a coupon and wait longer periods for subsequent purchases (Totten, & Block, 1994). The idea of stockpiling does not relate to services. Services are perishable and cannot be held in inventories. The incapability to inventory services plays an important part in how services are marketed (Lovelock, & Quelch, 1983).

The food service industry provides a product that is consumed in the present. Services are intangible, perishable and simultaneously produced and consumed (Zeithaml, Parasuraman, & Berry, 1995). Coupon promotions warrant an immediate response from the consumer whether the promotion is for service oriented products or pre-packaged goods (Taylor, 2000). Because of this common goal, coupon utilization research in the retail setting could possibly be beneficial in researching coupon utilization

in the food service industry. The results of this study may assist the food service industry to better understand the impact coupons have on the consumer purchase decision.

Specific Aims

This study investigates the effectiveness of coupons on the decision to purchase as well as the consumer's motivations, behaviors and attitudes toward coupons.

Objectives:

- To determine the effectiveness of coupon values on purchase decisions, as defined by Thaler (1985), in the restaurant industry.
- To explore which coupon values, buy one get one free, percentage off or dollar amount off, as described by Raghubir (2004), are most effective at marketing its products.
- To explore consumer response to coupons by identifying the attitudes, motivations and behaviors of those consumers.
- To explore the best utilized mode of advertising for redemption of coupons.
- To explore the demographic variables of those consumers who utilize coupons as compared to those who report they do not.

Chapter 3

Methods

Problem Statement

The methods used in this research are in response to the objectives which are to investigate the effectiveness of coupons on the purchase decision of consumers in the restaurant industry. This purchase decision can be divided into two domains: purchase and repurchase (Gonul & Srinivasan, 1996). How coupons may influence the decision process involves five determining factors (Thaler, 1985):

- coupon proneness
- value consciousness
- pricing
- brand loyalty
- demographics

Utility theory drives the resulting methods. The Utility theory model developed by Thaler (1985) is a theoretical attempt to describe the thought process involved in the financial transaction of using a coupon. At a given purchase of a product, at a certain price, two types of utility are suggested through Thaler's model: acquisition utility and transaction utility, as described on page 15 of this research. Acquisition and transaction utility encompass the over arching theory and are the focus of this research. The descriptions of acquisition utility and transaction utility are as follows:

- Acquisition utility, as described by Thaler (1985), represents the economic gain or loss from the transaction and is a function of $(\bar{a} - x)$: The value of the product $(\bar{a})$, measured against the selling price (x). For example, when

$x > \bar{a}$, or in other words, the selling price (x) of the product exceeds the value to the customer ($\bar{a}$), the acquisition utility is *negative.*

- Transaction utility represents the pleasure (or displeasure) associated with the financial terms of the deal. It is used to illustrate coupon proneness and value conscious, $(x - p)$. It is a function of the difference between the selling price (x) and the reference price (p). For example, if $x < p$, or in other words the selling price (x) is less then the reference price (p), then the purchase is a "good deal" and the transaction utility is *positive.*

This research investigates the effectiveness of coupons on the purchase decision and the resulting consumer response. The consumer choices, purchase or non-purchase, can be influenced by the presence of a coupon (Gonul, & Srinivasan, 1996) as well as the consumers' purchase behaviors (Fortin, 2000). Then, the research questions become the following:

Research Questions

Question 1. Do consumers use coupons in the restaurant industry?

Question 2. What opinion do consumers have about restaurants which offer coupons?

Question 3. Where do consumers who use coupons, dine?

Question 4. Why do these consumers dine out?

Question 5. Are consumers willing to take the time to search out coupons?

Question 6. Would a coupon influence those consumers, who use coupons, to try a new restaurant?

Question 7. Which style coupons, as described by Ragubhir (2004) on page 5, do consumers prefer?

Objectives

The research objectives are:

- To determine the effectiveness of coupon values on purchase decisions, as defined by Thaler (1985), in the restaurant industry.
- To explore which coupon values, buy one get one free, percentage off or dollar amount off, as described by Raghubir (2004), are most effective at marketing its products.
- To explore consumer response to coupons by identifying the attitudes, motivations and behaviors of those consumers.
- To explore the best utilized mode of advertising for redemption of coupons.
- To explore the demographic variables of those consumers who utilize coupons as compared to those who report they do not.

Research Overview

This study is quantitative in design. The researcher developed a cross-sectional survey instrument of approximately 10 minutes or less in duration to measure consumer motivations (Bawa & Shoemaker, 1987), behaviors (Fortin, 2000) and attitudes (Fishbein & Ajzen, 1975) in relation to coupons. The researcher timed the above mentioned survey to substantiate specified time parameters to limit expenses as suggested by Fink, and Kosecoff (1998). According to Shirai, and Meyer (1997), a cross-sectional survey is recommended when the desired results pertain to preferences and consumer fulfillment. A cross-sectional survey is described as data collected at a single point in time (Fink & Kosecoff, 1998). In other words, a cross-sectional survey is a "snapshot" of the

information at that moment. The research design of this study is outlined in Figure 2.

Sample

A systematic cluster sample was used to disburse the surveys and the three styles of coupons. A systematic sample is one where every *n*th person or unit that represents the population is selected (Fink, & Kosecoff, 1998). A cluster sample (Ott, & Longnecker, 2001) is described as an economical way to achieve a simple random sample within a defined area. The implementation of systematic cluster sampling closely follows the process utilized by Gochman, Stukenborg, and Feler (1998) in their project to research the ideal physician for contemporary hospital marketing. An explanation of their procedure is as follows:

> The cluster sampling procedure systematically divided the map of the geographic study area of Jefferson County, Kentucky, into 1253 equal squares, eliminating areas covering greenways, highway exchanges and industrial parks. A starting point was randomly selected from the usable residential squares thus limiting the coverage area. A systematic respondent selection of every tenth area became the 100 respondent selection units of the sample.

To further delineate, John J. Ray (1983) posits cluster sampling as a more effective method for gathering the desired sample with three defined advantages:

- Cuts costs and travel expenses
- Enables non-cooperative persons to be replaced with cooperative persons
- Enables persons to be reached who would not be on a master list

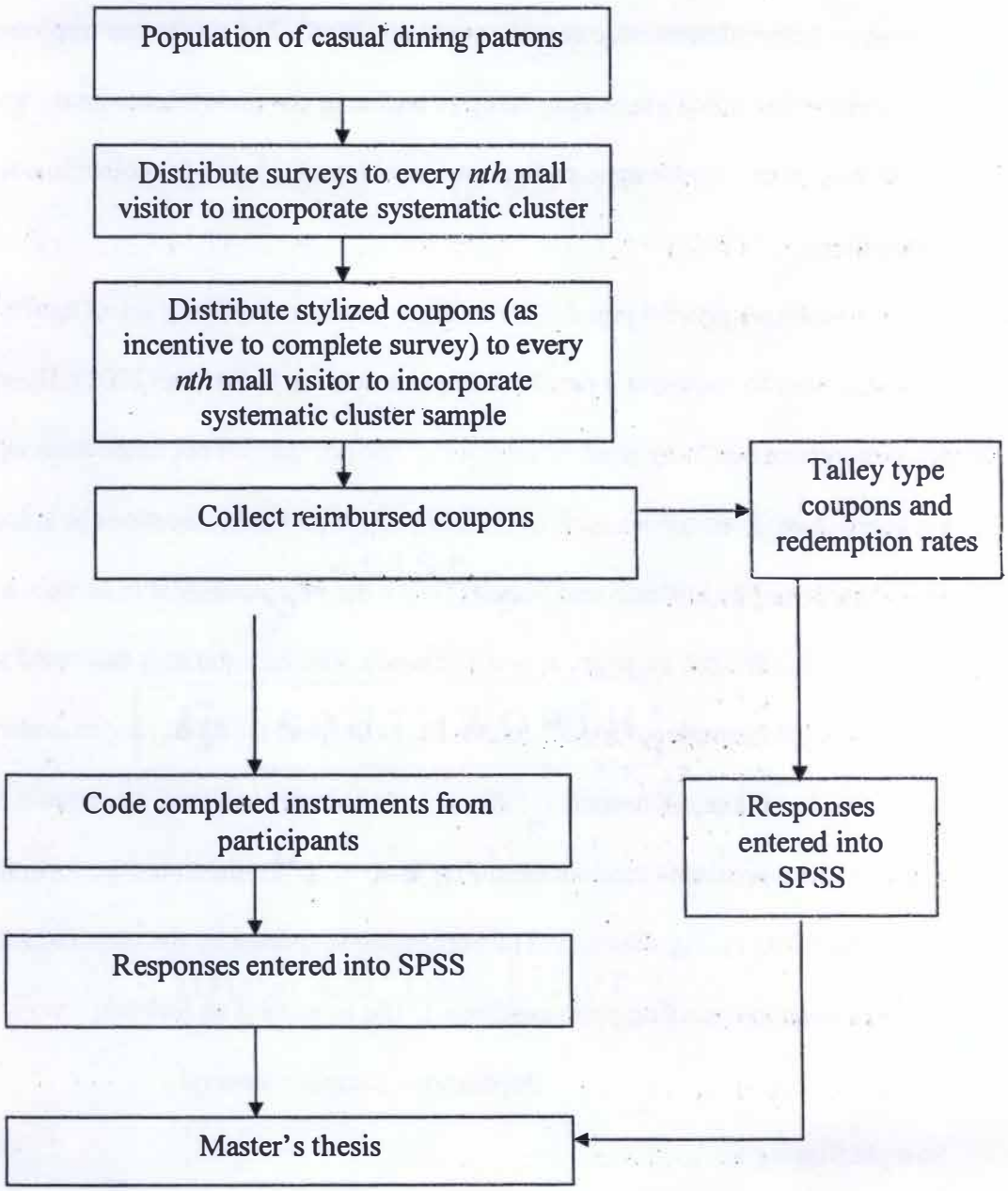


Figure 2: Research Design

The geographical area of Knoxville covers approximately 98.09 square miles (http:www.knoxvilletennessee.com/demographic.html). The researcher implemented the instrument with limited assistance, and was unable to cover all the necessary territory. A systematic cluster sample appears to be the most logical choice for collecting survey data information.

Locating a general population list from which to randomly select names is the most ideal way to comprise a random sample according to Fowler (2002). However, on occasion researchers may want to survey populations that are not listed such as visitors to a grocery store. Populations such as this show up at particular locations at unknown times. According to Dillman and Salant (1994), the best strategy is to sample at the entrance to the desired location, at specific hours. The instrument is delivered to every *nth* person, for example, every 5^{th}, to maximize the probability of randomization. According to Fink and Kosecoff (1998), if *n* is randomly selected, systematic sampling becomes more similar to random sampling. Baker (2002) illustrates the formula used to determine the sampling intervals. The population is divided by the required sample size, and then a random starting point is selected. The formula is as follows:

Population / sample = interval

Sample Size

According to Alreck and Settle (1995), the minimum practical size of a sample is "approximately" 100 respondents. They further posit that the maximum practical size of a sample is "approximately" 1000 respondents. Also, for a population of 5000, the minimum practical sample recommended would be "approximately" 100 or two percent. The maximum practical sample recommended for a population of 5000 would be

approximately 500 or 10 percent. In order to achieve a ninety-five percent confidence level, with a plus or minus five percent sampling error and anticipating an eighty percent continuity of response Dillman, and Salant (1994) recommend a sample size of no more than 246 for a population between 100,000 and 1,000,000.

The U.S. Census Bureau: TN Dept. of Labor & Workforce (http://www.downtownknoxville.org/work/facts_figures_markets.cfm) lists Knoxville populations as follows:

- Downtown workers 22,538
- Downtown residents 1,700
- City of Knoxville 178,000

The consumers who were targeted were individuals residing or working within the city limits of Knoxville, Tennessee. As supported by the above data, the survey was administered to the recommended sample size of 246 for a population between 100,000 and 1,000,000.

In accordance with the formula described in the previous section, with the population of the downtown residents of Knoxville at 1700 and the required sample size of 246, the interval determined would be seven. The sample was derived through disbursing one questionnaire and one undisclosed style of coupon to every seventh individual in a retail setting. This data collection scheme is supported by festival research conducted by Jago and Shaw, (1998) and Formica (1998). These researchers collected festival data from intervals of respondents, the results were then compared to the data collected from the same instrument, but mailed. The results were virtually the same.

There are three major shopping venues in the Knoxville area (http:www.knoxville.org). They are the Knoxville Center Mall, Turkey Creek Shopping Center and the West Town Mall. The West Town Mall retail mall setting is the most centrally located of the larger shopping venues available in Knoxville, Tennessee and is more readily accessible to the bulk of the population. The Knoxville Center Mall is the next largest, most centrally located shopping venue available in Knoxville (http:www.knoxville.org). Malls were selected for their density of population and the ease of approaching the respondents. Utilizing Dillman and Salant (1994), the researcher and seven other assistants were positioned at the main entrances to West Towne Mall and Knoxville Center Mall.

Development of the Survey Test Instrument

An instrument was designed by the researcher to determine coupon utilization information. The instrument was subjected to pilot-testing in order to assess its validity and reliability. The instrument consisted of 25 questions with the majority of the questions being multiple-choice (appendix 2). Fifty surveys were distributed and completed by randomly selected customers in the West Towne Mall, Knoxville, Tennessee.

This preliminary research was conducted on a Sunday afternoon at approximately 1:30 pm. The day and time were selected in anticipation of high foot-traffic. Foot-traffic in the West Towne Mall was high and the expected number was completed in a two hour period. Participants were encouraged to make comments as to the ease and clarity of the survey. After completion, all surveys were analyzed. Questions that were incorrectly answered, were reevaluated, reworded or eliminated which yielded the second iteration of

the instrument (appendix 3). The second iteration was subjected to a small focus group of industry professionals to reinforce ease and clarity. No changes were suggested as to actual questions, however format changes were made (appendix 4).

The third iteration was subjected to a small focus group of nonprofessionals to further test for validity and reliability. No other changes were made. Cronbach's alpha was used as a measure of reliability for the pilot instrument (Christmann, & Van Aelst, 2006). According to the information provided, an alpha of .70 or higher is preferred. However, according to Bernardi (1994) a low Cronbach's alpha does not always negate the results of the analysis. The results are shown in Table 3.

Table 3: Pilot Survey Reliability Scores

Question number	Reliability score	Section
Q 1,4,13	0.492	Attitudes
Q 2,3	0.691	Behaviors
Q 6,15,16	0.531	Behaviors
Q 7,12	0.754	Motivations
Q5,9,10,11	0.515	Motivations
Q 8,14	0.638	Attitudes

Note. Cronbach' alpha recommends a reliability score of at least .70, however Bernardi suggests a low score does not negate the study.

The reliability scores produced from the pilot survey questions analyzed rate from 0.492 to 0.754. Previous studies indicate for the goal of fundamental analysis, Cronbach's alpha should be at least .70 and preferably .80 implying that a relationship exists between the reliability of the instrument and the data obtained (Bernardi, 2006). Cronbach's alpha scores range between one and zero. If the alpha is near zero, then the data is not reliable (Leontitsis & Pagge, 2006). This study implemented Bernardi's (2006) research investigating the options available to a researcher when faced with a low Cronbach's alpha when dealing with tests based on participants' thoughts. Reliability is dependent on the heterogeneity of the sample. What this means is the sample is broken into unrelated groups. By stratifying the sample into separate groupings, Bernardi (2006) improved the reliability coefficient.

The researcher opted to split the cases into the "yes" responses and the "no" responses for whether or not the participants used coupons for products or services (Question 2) and whether or not participants used coupons for restaurants (Question 3). Three questions were removed when the scores were affected negatively. The three questions removed were:

- *When choosing between two restaurants that are comparable in terms of quality, service and price, how likely would you be to choose one over the other based on a promotion such as coupons and/or a special that is being offered* (question 9),
- *Which type of coupon/discounting do you find most beneficial* (question 8) and
- *Do you agree with the following statement? I eat out at restaurants because: I enjoy the luxury of being taken care of* (Question 15a).

If the reliability scores were robust in relation to restaurant coupon use, the questions were limited to analyzing that particular group of participants. If the reliability scores were robust in relation to product or services coupon use, the questions will be limited to analyzing that particular group of participants. If the reliability scores were robust in relation to the combination of product or services coupon use and restaurant coupon use, the questions will be limited to analyzing the combined grouping of participants.

The survey was divided in to three distinct areas, *Consumer Purchase Motivations, Consumer Behaviors, and Consumer Attitudes.* Each of the three areas was tested separately for reliability. The resulting reliability scores for the final survey instrument are shown in Table 4.

Table 4: Final Survey Reliability Scores

Question number	Category of Participant "no" response to coupons	Reliability score	Category of Participant "yes" response to coupons	Reliability score	Section
Q 1,4,13a,b,c,d	Restaurant	0.721	Restaurant	0.770	Attitudes
Q 14a,b,c	Restaurant & Product and services	0.742	Restaurant & Product and services	0.726	Attitudes
Q 6,15b,c,d,16a,b,c,d	Restaurant	0.548	Restaurant	0.727	Behaviors
Q 7,12a,b,c,d, 5, 10, 11	Restaurant	0.738	Restaurant	0.751	Motivations

Note. Cronbach reliability scores fall above the recommended 0.70 except for the category of "no" responses for questions 6, 15 and 16.

The Cronbach's alpha reliability scores for the final survey distributed to 257 participants, measuring the "yes" responses, are above 0.70. The Cronbach's alpha reliability scores for the final survey distributed to 257 participants, measuring the "no" responses, are above 0.70 for questions 1, 4, 5, 7, 10, 11, 12, 13 and 14. However questions 6, 15 and 16 are not above 0.70 and will not be measured against the "no" responses. Therefore, the reliability of the data collected does fall within the guidelines recommended as described by Bernardi (2006).

Coupon Disbursement

The preliminary survey for this research project was tested on a Sunday afternoon starting at 1:00 pm with high foot traffic. This day and time frame proved to be satisfactory and was utilized in distributing the final set of coupons. Disbursement began at 1:00 pm and continued until the one third of the inventory was exhausted. The researcher repeated this activity on two other weekend days but at different times so as to enhance the random selection.

According to the Promotion Marketing Association (2006), "three out of four U.S. consumers use coupons." In other words, approximately 75 percent of U.S. consumers make use of coupons. In order to achieve the needed 246 responses, the coupon disbursement should be increased by at least 25 percent above 246. The total amount of coupons needed would be 307. As per the above calculations, the researcher projected to handout no less than 102 *buy one get one free coupons*, 102 *dollar amount off coupons,* and 102 *percentage off coupons*, for a total of 306 coupons. In order to increase the probability of redemption the total amount of coupons contributed toward the experiment came to 200 of each style or a total of 600 coupons.

Participation in answering surveys may be low (Alreck, & Settle, 1995). According to Fink, and Kosecoff (1998), an incentive may encourage participants to partake and the incentive may range from small tokens to monetary value. In accordance with this concept, the researcher offered an incentive to the participating consumers of the surveys.

The incentive to complete the surveys was to receive a coupon for the returning of the survey. In other words, the respondents who completed the instrument at the time received, collected the undetermined stylized coupon noted on page 4.

Data Collection Process

The sample size for this study included 257 respondents. From the 257 respondents' survey answers, three were not useable. As described in the previous chapter, a survey instrument of 26 questions was administered. Data collection was conducted from October 7, 2006 to October 15, 2006. The survey was distributed and retrieved from participants at six different locations in central Knoxville. The six locations consisted of three shopping venues (two enclosed; one open-air), two well-known grocery store chains and one retail super-center. All locations were within a ten mile radius of the participating restaurant.

The implementation of the survey disbursement took place over two separate weekends. The researcher solicited the help of twelve university students to facilitate the data collection. The students were divided into teams of two in order to assure guidelines were followed for stratifying the sample and distributing the three different styles of coupons previously determined. After the appropriate number of coded surveys had been completed, and the matching coded coupons had been distributed, the remainder of the

coupons were disbursed at local businesses and shopping venues for a total of 580 coupons. The final twenty coupons from the original 600 were returned to the researcher after the printed expiration date and discarded. The coupons reflected the three styles listed in question number eight of the survey instrument: percentage off, dollar amount off, and buy one get one free. The coupons were designed with the restaurant name, address and logo and were half red and half white (see appendix 1).

According to Mouland (1999) design, size, border, and color can add to the appeal of the coupon. The coupons had an expiration date of Oct 31, 2006. The data were coded and entered into the SPSS statistical software version 14 for analysis.

Statistical Analysis

The researcher used SPSS statistical software version 14.0 to assist in analyzing and testing compiled data from survey responses and coupon utilization compiled figures. The counts from each style of coupon redeemed were tallied and used in the analysis. The researcher measured response rates on each style of coupon as well as the redemption of each style of coupon.

Frequency distributions, cross tabulation, chi-square and independent sample t-tests were used to assess consumer motivations, consumer behaviors and consumer attitudes towards coupons. The questions, "Over the past six months, have you used coupons in restaurants" and "Over the past six months have you used coupons for products or services" will be divided into those respondents answering yes, and no. The respondents will be used to measure behaviors toward coupons. The following table (Table 5) indicates the variables to be tested.

Table 5: Variables Tests Referenced to Survey

CONSUMER PURCHASE MOTIVATIONS	***SPLIT CASE GROUPING***
If received a coupon to try new restaurant, would you use it? (Q 5)	Have you used coupons in the last 6 months at a restaurant? (Q3) "yes" responses/ "no" responses
Do you take time to clip coupons? (Q7)	Have you used coupons in the last 6 months at a restaurant? (Q3) "yes" responses/ "no" responses
Choose between favorite and new with no coupon (Q 10)	Have you used coupons in the last 6 months at a restaurant? (Q3) "yes" responses/ "no" responses
Choosing between favorite and new; new offering coupon (Q 11)	Have you used coupons in the last 6 months at a restaurant? (Q3) "yes" responses/ "no" responses
Method used to find coupons: 12a: Mail 12c: Newspaper 12b: Internet 12d: Magazines	Have you used coupons in the last 6 months at a restaurant? (Q3) "yes" responses/ "no" responses
CONSUMER BEHAVIORS	***SPLIT CASE GROUPING***
Like to try new restaurants? (Q6)	Have you used coupons in the last 6 months at a restaurant? (Q3) "yes" responses
I eat out because: 15b: no time 15d: hate to cook 15c: costs less 15e: no choice	Have you used coupons in the last 6 months at a restaurant? (Q3) "yes" responses
Types of restaurant visited: 16a: Fast food 16c: Buffet 16b: Casual 16d: Fine	Have you used coupons in the last 6 months at a restaurant? (Q3) "yes" responses
CONSUMER ATTITUDES	***SPLIT CASE GROUPING***
Do you think restaurants should offer coupons? (Q1)	Have you used coupons in the last 6 months at a restaurant? (Q3) "yes" responses/ "no" responses
How important is it to you to be offered coupons: (Q4)	Have you used coupons in the last 6 months at a restaurant? (Q3) "yes" responses/ "no" responses
Do you agree: 13a: new product 13c: new customer 13b: loyal guests 13d: increase profits	Have you used coupons in the last 6 months at a restaurant? (Q3) "yes" responses/ "no" responses
Do you agree: 14a: inferior product 14b: shrink portion 14c: financial trouble	Have you used coupons in the last 6 months at a restaurant or for products & services? (Q2,Q3) "yes" responses/ "no" responses

Note. Three specific divisions of the survey, corresponding questions and split case groupings.

The three domains of the survey, Consumer Motivations, Consumer Behaviors and Consumer Attitudes, reflect the emphasis of the literature. Understanding the consumer may be the best avenue for utilizing the coupon as a marketing tool. According to Fortin (2000), coupons can have an influence on the consumer's purchase decision. The consumer's decision to purchase is based on minimizing their monetary load (Gonul & Srinivasan, 1996). The consumer's decision to purchase involves analyzing and calculating the "pros" and "cons" of the expenditure. Consumer's beliefs, attitudes, mannerisms, behaviors and motivations all play a part in the purchase decision. Utilitarian behaviors and hedonic behaviors could both be fulfilled for consumers when using coupons (Hirschman & Holbrook, 1982). What this means is that consumers derive feelings of satisfaction and pleasure from saving money when purchasing needed items for consumption. According to Bawa, and Shoemaker (1987), customers seem to want to be involved in the progression of "winning" a deal.

The data retrieved from the survey instrument could be helpful in understanding the consumer's behaviors, motivations, and attitudes towards coupons and how to best market coupons as a promotional device.

Chapter 4

Results and Analysis

Introduction

This chapter explains the data collected and the statistical processes used to evaluate that data collected. The chapter is divided into four areas.

First, an overview of the general demographic characteristics of the sample is given. Second, results of the survey instrument are provided; cross tabulation, chi-square analysis, independent sample t-tests and descriptive statistics were used to measure the participants' responses. Third, the three domains of concern, consumer motivations, behaviors, and attitudes are discussed in relation to the corresponding research questions. The corresponding survey questions developed to answer each research question are analyzed and evaluated. Finally, a synopsis of the experiment on coupon redemption and its results are summarized.

Demographic Characteristics

Demographic data were obtained to further elaborate the sample. The majority of participants were Caucasians at a percentage rate of 86.8%. African-American, Asian, Hispanic and other make up the remaining 13.2%. Over a third of the participants were between the age of eighteen and twenty-five and over half being under the age of thirty five. Also, gender was close to being evenly distributed with 46.6% male and 53.4% female. The highest percentage (21%) of the participants had "some college" with 48% of the respondents having completed an associate's degree or above.

The occupation of respondents varied, however the two most prevalent percentages were listed as professionals and students. Professionals were individuals who claimed to be employed as doctors, lawyers, professors, or managers. Figure 3 on the following page gives a pictorial explanation of the data. All categories less than 10% were collapsed into a single category titled "other." Professionals were shown at 21.6% and students were shown at 20.3%. The inflated percentage of students is not surprising considering Knoxville and the surrounding counties are home to several two year and four year colleges. The individual income of participants showed to be greatest in the under $20,000 category or the over $70,000 category which makes sense as compared to the occupational responses of the participants (Figure 3).

Results of the survey instrument

The survey instrument consisted of 26 questions. Nine were demographic with the bulk of the remaining questions designed to measure the domains of consumer purchase motivations, consumer behaviors, and consumer attitudes. The questions used to measure consumer motivations, behaviors and attitudes were measured against questions 2 and/or 3; (2) *over the past six months have you used coupons when purchasing products or services,* (3) *over the past six months have you used coupons at restaurants.* The two groups defined by the responses will be referred to as the "No Group" or the "Yes Group" through the remainder of this document. The interpretation will be discussed in length later in this chapter.

The following tables shows each question, the number of yes respondents, the number of no respondents (Table 6) and the mean of the response for the likert-scale question (Table 7).

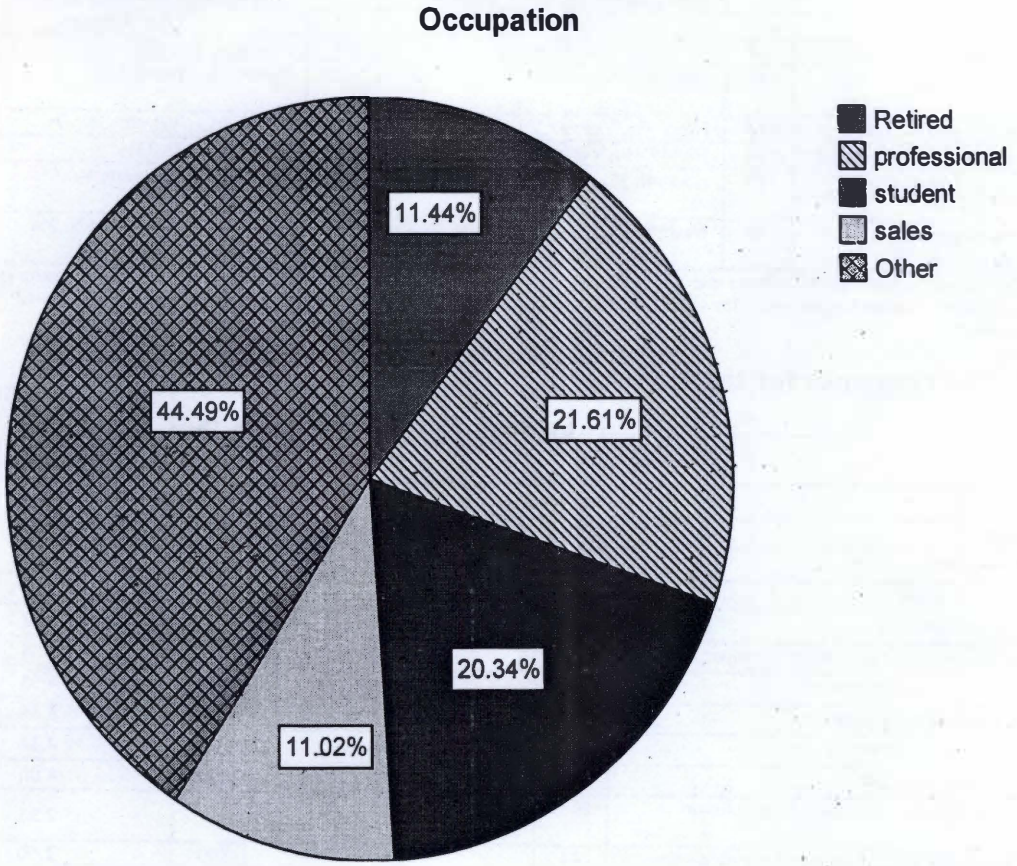


Figure 3: Occupation of Respondents pie chart

Table 6: The Responses for categorical questions

Question	n	Have you used coupons at a restaurant in the last 6 months "Yes" Group	n	Have you used coupons at a restaurant in the last 6 months "No" Group
1. Should restaurants offer coupons	148	No=1.4%, Yes=98.6%	107	No=14%, Yes=86%
5. Would you use a coupon to try a new restaurant	146	No=3.4%, Yes=96.6%	105	No=9.5%, Yes=90.5%
6. Do you like to try new restaurant	144	No=2.7%, Yes=97.3%	106	No=4.7%, Yes=95.3%
7. Do you take time to clip coupons	149	No=42.3%, Yes=57.7%	106	No=67%, Yes=33%
10. Trying new or favorite restaurant	149	New=48.3%, Favorite=51.7%	106	New=59.4%, Favorite=40.6%
11. Trying new or favorite restaurant with coupon	148	New=85.5%, Favorite=13.5%	107	New=73.8%, Favorite=26.2%

Note. Descriptive statistics indicating number of yes respondents to whether coupons are utilized, number of no respondents as to whether coupons are utilized and percentages of categorical questions. The no responses and yes responses refer to the question, ***over the past six months have you used coupons at restaurants.***

Table 7: The responses for the likert-scale questions; Questions 12 to 15

Question	n	Have you used coupons in the last 6 mos. "Yes" Mean	n	Have you used coupons in the last 6 mos. "No" Mean
12a. Mail coupons	147	3.99	106	3.49
12b. Internet coupons	144	2.76	103	2.67
12c. Newspaper coupons	146	3.64	105	3.26
12d. Magazine coupons	144	3.42	103	3.12
4. How important is to you to be offered coupons	148	3.52	106	2.88
13a. Coupons introduce new products	142	4.32	99	4.35
13b. Coupons reward loyal guests	143	3.80	100	3.84
13c. Coupons win new customers	144	4.35	104	4.34
13d. Coupons increase profits	142	3.95	102	4.06
14a. Restaurants offering coupons deliver inferior product	143	2.01	101	2.53
14b. Restaurants offering coupons will shrink portion	144	2.10	100	2.60
14c. Restaurants offering coupons are in financial trouble	149	1.92	102	2.33
15b. I eat out because I don't have time to cook	141	3.53	102	3.59
15c. I eat out because costs less	140	2.4	100	2.14
15d. I eat out because I hate to cook	141	2.51	101	2.50
15e. I eat out because I have no other choice	140	1.99	101	2.18

Note. Descriptive statistics indicating number of yes and no respondents to whether coupons are utilized; means of Likert-scale questions for Questions 12, 4, 13, 14, and15. Scale: Q4: 1=not important, 2, 3, 4, 5=very important Q12: 1=not at all, 2=not very likely, 3=neutral, 4=somewhat likely, 5=very likely. Q13, 14, 15: 1=disagree strongly, 2=disagree somewhat, 3=neutral, 4=agree somewhat, 5=agree strongly.

Table 8: The responses for the likert-scale question; Question 16

16a. How often do you eat at fast food restaurants	n	Freq. Percentage "Yes"	n	Freq. Percentage "No"
	142	0-1=*47.9%* 2-3=*28.2%* 4-5=*17.6%* 6-7=*1.4%* 8+ =*4.9%*	101	0-1=*49.5%* 2-3= 31.7% 4-5 =5.9% 6-7=5.9% 8+=6.9%
16b. How often do you eat at casual dining restaurants	141	0-1=*40.4%* 2-3=41.8% 4-5=11.3% 6-7=5.0% 8+ =1.4%	102	0-1=*43.1%* 2-3= 42.2% 4-5 =*10.8%* 6-7=*2.9%* 8+=*1.0%*
16c. How often do you eat at buffet style restaurants	141	0-1=84.4% 2-3=12.1% 4-5=2.1% 6-7=0.7% 8+ =0.7%	101	0-1=*82.2%* 2-3= *14.9%* 4-5 =*1.0%* 6-7=*1.0%* 8+=*1.0%*
16d. How often do you eat at fine dining restaurants	142	0-1=75.4% 2-3=15.5% 4-5=4.2% 6-7=4.2% 8+ =0.7%	101	0-1=*63.4%* 2-3= 28.7% 4-5 =5.0% 6-7=0.0% 8+=*3.0%*

Note: Question16 indicating frequency percentages for responses: (counts are per week) 1=0 to 1, 2= 2 to 3, 3= 4 to 5, 4= 6 to 7, 5= 8 or more.

Domain One: Consumer Motivations

Consumer Motivations focus on what drives consumers to make decisions to purchase. According to Bawa, and Shoemaker (1987), consumers want to be involved in the practice of "winning" a deal. The acquisition utility and transaction utility discussed by Thaler (1985) in chapter two of this study define the motivations as driven by the desire to acquire the deal.

The two *Consumer Motivation research questions* posed, as listed on page 29, are shown on Table 9. These questions were measured against participants' response to the question; *over the past six months have you used coupons at restaurants.* For the responses to this question, SPSS statistical analysis software split the responses into two groups; "yes" and "no."

Table 9:
Consumer Motivation research questions and related survey instrument questions

These research questions are:	**The instrument question numbers to answer these questions are:**
Would a coupon influence those consumers, who use coupons, to try a new restaurant?	(5) If you received a coupon to try a new restaurant, would you use it? (10) If given the choice between trying a new restaurant or your favorite, which would you choose? (11) If given the choice between trying a new restaurant or your favorite when there is a coupon for the new restaurant, which would you choose?
Are consumers willing to take the time to search out coupons?	(7) Do you take time to clip coupons? (12) How likely are you to take advantage of promotions/coupons received through the following: mail, internet, newspaper, magazines?

Note. The corresponding Instrument questions for these research questions were measured against the response to, *"over the past 6 months have you used coupons at a restaurant* to assess consumer motivations.

A Pearson chi-square statistical test was used to measure if there was a difference between the groups. Cross tabulation was used to indicate those differences.

The "no" and the "yes" groups from question five, *if you received a coupon to try a new restaurant, would you use it* were measured using Pearson chi-square and cross tabulations. The Pearson chi-square test indicated a difference between groups. The cross tabulation shows the total number of responses in each of the groups to the question, *would you use a coupon to try a new restaurant.* The frequency distribution shows the percentages of responses for the two groups. Both groups had favorable responses towards using a coupon to *try* a new restaurant. The results follow on Table 10.

Question seven, *would you take the time to clip coupons,* was measured using cross tabulations and Pearson chi-square tests. The two groups being measured are "yes" or "no" to whether they used coupons. Cross tabulation and Pearson chi-square tests were used to measure any significant difference between groups. The results are on Table 11. The Pearson chi-square test indicated a difference between groups. The cross tabulation analysis displays the total number in each of the groups to the question, *do you take the time to clip coupons.* According to the frequency distribution percentages, the majority of the "No" group (67%) stated they do not take the time to clip coupons. From the "Yes" group, 42.3% stated they do not take the time to clip coupons and 57.7% said they do. The percentages of the "No" group is as expected; the percentages reflected in the responses from the "Yes" group are not as expected.

Table 10: Cross Tabulation; Chi-Square results on the question, *would you use a coupon to try a new restaurant.*

	No		Yes		Total	
	Cross tabulation	Frequency percentage	Cross tabulation	Frequency percentage	Cross tabulation	Frequency percentage
"No" Group	10	9.5%	95	90.5%	105	100%
"Yes" Group	5	3.4%	141	96.6%	146	100%

Note. Pearson Chi-square analysis indicates Chi-square = 4.043 with 1 df, p=0.044; *$p < .05$ two tailed; Reject null hypothesis that there is no difference; results indicate there is a statistically significant difference between the two groups. Table includes cross tabulation calculations and frequency distribution percentages. Read chart left to right.

Table11: Cross Tabulation; Chi-Square results on the question, *do you take the time to clip coupons.*

	No		Yes		Total	
	Cross tabulation	Frequency percentage	Cross tabulation	Frequency percentage	Cross tabulation	Frequency percentage
"No" Group	70	67%	36	33%	106	100%
"Yes" Group	63	42.3%	86	57.7%	149	100%

Note. Pearson Chi-square analysis indicates Chi-square = 15.153 with 1 df, p=0.000; *$p < .05$ two tailed; Reject null hypothesis that there is no difference; results indicate there is a statistically significant difference between the two groups. Table includes cross tabulation calculations and frequency distribution percentages. Read chart left to right.

Individuals that report that they utilize coupons, would have been expected to exert the energy necessary to hunt out coupons (Mano and Elliott, 1997).

Similarly, the "no" and the "yes" groups for the question, *if given the choice between trying a new restaurant or your favorite, which would you choose* were measured using cross tabulation and Pearson chi-square. The results are identified on Table 12. The cross tabulation statistic indicates similar responses between the two groups for the question, *if given the choice between trying new or favorite restaurant, which would you choose.* The frequency distribution percentages show the responses for the two groups, "Yes" (New=48.3%, Favorite=51.7%) and "No" (New=59.4%, Favorite=40.6%) to be close in comparison.

The next question, , *if given the choice between trying a new restaurant or your favorite <u>when there is a coupon for the new restaurant</u>, which would you choose*, was posed to measure if the introduction of a coupon would redirect the motivation between choosing the new or favorite restaurant. The results are shown on Table 13. Looking at the percentages for question 11 ("yes" responses: New=85.5%, Favorite=13.5%, "no" responses: New=73.8%, Favorite=26.2%), the percentages between groups are different however, both groups respond favorably toward visiting a new restaurant when a coupon is present. According to Bawa and Shoemaker (1987), coupons can entice consumers to try new products. The above information supports their findings.

Question twelve is divided into sub-questions. The sub-questions are likert-scaled with the following possible responses: not at all, not very likely, neutral, somewhat likely, and very likely. Independent sample t-tests were used to determine whether the mean to the responses for question twelve are the same for the two groups of individuals who *have used coupons* in the last six months at restaurants as compared to the group of individuals *who have not*. The results are on Table 14. Assuming equal variances, the results indicate that there is a statistically significant difference between the mean *mail* score (t= -3.734, p= .001) and the mean *newspaper* score (t= -2.297, p= .022) for the "Yes" group as compared to the "No" group. The results indicate that there is *no* statistically significant difference between the mean *internet* score (t= -.564, p= .573) or the mean *magazines* score (t= -1.887, p= .060) for the either group.

Table 12: Cross Tabulation; Chi-Square results on the question, *if given the choice between trying new or favorite restaurant which would you choose.*

	New Restaurant		Favorite Restaurant		Total	
	Cross tabulation	Frequency percentage	Cross tabulation	Frequency percentage	Cross tabulation	Frequency percentage
"No" Group	63	59.4%	43	40.6%	106	100%
"Yes" Group	72	48.3%	77	51.7%	149	100%

Note. Pearson Chi-square analysis indicates Chi-square = 3.070 with 1 df, p=0.080; $p > .05$ two tailed; Fail to reject null hypothesis that there is no difference; results indicate there is NOT a statistically significant difference between the two groups. Table includes cross tabulation calculations and frequency distribution percentages. Read chart left to right.

Table 13: Cross Tabulation; Chi-Square results on the question, *if given the choice between trying a new restaurant or your favorite when there is a coupon for the new restaurant, which would you choose.*

	New Restaurant w/ coupon		Favorite Restaurant		Total	
	Cross tabulation	Frequency percentage	Cross tabulation	Frequency percentage	Cross tabulation	Frequency percentage
"No" Group	79	73.8%	28	26.2%	107	100%
"Yes" Group	128	85.5%	20	13.5%	148	100%

Note. Pearson Chi-square analysis indicates Chi-square = 6.508 with 1 df, p=0.011; $*p < .05$ two tailed; Reject null hypothesis that there is no difference; results indicate there is a statistically significant difference between the two groups. Table includes cross tabulation calculations and frequency distribution percentages. Read chart left to right.

Table 14: Method used to find coupons, measured between the two groups ("Yes" "No")

	"Yes"	"No"	t	Sig. (2-tailed)
Mail	3.99	3.49	-3.274	.001
Internet	2.76	2.67	-.564	.573
Newspaper	3.64	3.26	-2.297	.022
Magazines	3.42	3.12	-1.887	.060

Note. likert-scale: 1=not at all, 2=not very likely,3= neutral, 4=somewhat likely, and 5=very likely; Mail $*p < .05$, Internet $p > .05$, Newspaper $*p < .05$, Magazines $p > .05$. Read chart left to right. Levene's test indicated Equal variances with mail; unequal variances with others.

Internet had the lowest mean score of all the choices available. These results contradict the information provided in the literature. While the internet may provide an easier method for locating coupons (Fortin, 2000), utilization is not ubiquitous.

The most prevalent mean scores for both groups indicate *mail* as most likely to take advantage of to locate coupons with *newspapers* the next most likely to be taken advantage of. According to the seminal research Teel, Williams, and Bearden (1980), *newspapers* are considered as the most popular venue for locating coupons. Smith (2006) indicated direct mail as the most utilized venue for coupon distribution. *Mail* may be currently more prevalent as compared to the time frame in which the previous literature was introduced. Although the preference for mail as compared to newspaper is minute, this information could be important to note. *Newspapers* may not reach as many consumers as cited previously: in the last 27 years perhaps time constraints on consumers could be one of the implications toward the decline in *newspaper* and the succession of mail as the preferred method for search and utilization of coupons.

Domain two: Consumer Behaviors

The section Consumer Behaviors focuses on consumers' activities in relation to coupons and the different types of restaurants. According to the literature, 46.7 % of the American food budget is spent at commercial establishment restaurants (Freeman, 2006). This study investigates the percentage of consumers who use coupons and the patterns of restaurant product consumption. The three *Consumer Behavior research questions* posed, as listed on page 29, are shown on Table 15. Questions six, fifteen and sixteen were measured against the "Yes" group.

For question six, frequency distributions were used to report percentages of positive responses. The percentages for the "yes" group to question 6 indicated a positive tendency to try a new restaurant (97.3%). Question fifteen is divided into sub-questions. The sub-questions are likert-scale questions with five possible responses: *disagree strongly, disagree somewhat, neutral, agree somewhat and agree strongly*. The results are on Table 16. Question sixteen is similarly divided into sub-questions. The sub-questions' responses are rated as follows: *0 to 1, 2 to 3, 4 to 5, 6 to 7* and *8 or more.* Descriptive statistics were used to determine the means to the responses for questions fifteen and sixteen. The results are on Table 17. The prominent response for question 15 was *I eat out because I don't have time to cook.* This question's mean score for the "yes" responses ranged highest among all choices (3.53) for the group of individuals who use coupons at restaurants. All other choices are neutral to disagree. This information is supported by the literature. According to Stensson, media manager for the National Restaurant Association (2006), Americans lead increasingly busy lives and eating out is more convenient.

Table 15:
Consumer Behavior research questions and related survey instrument questions

These research questions are:	The instrument question numbers to answer these questions are:
Do consumers use coupons in the restaurant industry?	(3) *Over the past six months have you used coupons at restaurants?*
Where do consumers, who use coupons, dine?	(16) How *often do you visit the following style of restaurants?*
Why do these consumers dine out?	(6) *Like to try new restaurants?* (15) *Do you agree with the following statement concerning reasons as to why the consumer eats out?*

Note. Instrument questions 6, 15, 16 for these research questions were measured against the response to, "*over the past 6 months have you used coupons at a restaurant* to assess consumer motivations. Instrument question 3 reported frequencies. Question 3 was used as a measure against all other survey questions in the analysis to determine if there was a difference between those individuals who did use coupons and those who did not.

Table 16: "Yes" Group Statistics for Questions 15

Questions	Mean of the "yes" responses
Q15b.I eat out because I don't have time to cook	3.53
Q15c.I eat out because costs less	2.40
Q15d.I eat out because I hate to cook	2.51
Q15e.I eat out because I have no other choice	1.99

Note. likert-scale: Q 15:1=disagree strongly, 2=disagree somewhat,3= neutral, 4=agree somewhat, and 5=agree strongly.

Table 17: "Yes" Group Statistics for Questions 16

Questions	Mean of the "yes" responses
Q16a.How often do you eat at fast food restaurants	1.87
Q16b.How often do you eat at casual dining restaurants	1.85
Q16c.How often do you eat at buffet style restaurants	1.21
Q16d.How often do you eat at fine dining restaurants	1.39

Note. likert-scale: Q 16:1=0 to 1, 2= 2 to 3, 3= 4 to 5, 4= 6 to 7, and 5= 8 or more.

Table 18: Percentages for number of visits to restaurant choices per week for people who use coupons

Restaurant Choices	0 to 1	2 to 3	4 to 5	6 to 7	8 or more
Fast Food	47.9%	28.2%	17.6%	1.4%	4.9%
Casual	40.4%	41.8%	11.3%	5.0%	1.4%
Buffet	84.4%	12.1%	2.1%	0.7%	0.7%
Fine Dining	75.4%	15.5%	4.2%	4.2%	0.7%

Note. Likert scale questions were divided as follows for Q 16:1=0 to 1, 2= 2 to 3, 3= 4 to 5, 4= 6 to 7, and 5= 8 or more. The response choice *0 to 1* could be the highest due to the inclusion of "0" indicating no visitation. Read chart left to right.

The Question 16, *how often do you visit each individual restaurant* showed the mean of the responses to be below neutral, ranging from 1.21 for buffets to 1.87 for fast food indicating visits of *0 to 3* being prominent. The majority of the mean scores for selecting restaurant styles and frequency of the visits could indicate no preference for one style. However, fast food and casual dining were the most cited of the choice locations. Frequency statistics were calculated to further explore participants' responses regarding their choice of restaurants. The results are shown on Table 18.

Question 16, *How often do you visit each type of restaurant per week* identified the majority of the responses to be in the 0 *to 1* (40.4% to 84.4%) or *2 to 3* (12.1% to 41.8%) for the yes group. Because of the inclusion of zero in the choice *0 to 1*, the percentages could be a reflection of no visitation. The choices *2 to 3* or above, may give a better indication to preferences for style of restaurant. The category of fast food and casual dining had higher percentages in all other ranges signifying a more developed preference for these two restaurant categories. Fast food diners indicated a much higher use in the eight or more category suggesting that participants consume two or more meals per week. Pearson Chi-Square was performed on the demographic variables of age, gender and occupation to determine if there was a difference. The results are shown on Table 19. The Chi-Square statistical test suggested a significant difference between the demographic groups age and gender for fast food diners utilizing services more than eight times per week. However, the Chi-Square statistical test did not indicate a significant difference between any of the demographic groups for casual restaurant diners utilizing restaurant services more than eight times per week.

Table 19: Chi-Square on variables occupation, age and gender for the questions, how often do you eat at fast food restaurants; at casual dining restaurants

Fast Food	**df**	**Chi sq. Value**	**Sig. (2 sided)**
Occupation	16	18.581	.291
Age	16	35.329	.004
Gender	4	10.210	.037
Casual Dining	**df**	**Chi-sq. Value**	**Sig. (2 sided)**
Occupation	16	9.210	.905
Age	16	11.567	.773
Gender	4	2.457	.652

Note: Fast food: Age and Gender are significantly different between groups; occupation is not significantly different. Casual Dining: All significance values are above .05 (p> .05) indicating NO significant difference between the groups age, gender, occupation.

Table 20: Age, gender and occupation participant percentages for individuals reporting fast food usage of 8 or more times (14 participants reported)

Age	Age percentages	Occupation	Occupation percentages	Gender	Gender percentages
18-25	78.6%	Student	15.4%	Male	64.3%
26-35	21.4%	Sales	23.0%	Female	35.7%
36-45	0%	Professional	15.4%		
46-55	0%	Other	46.2%		
56+	0%	Retired	0%		

Note: Split case was performed to isolate the selection 8 or more. Table includes frequency distributions percentages. Majority of individuals who ate at a fast food restaurant more than 8 times per week are under the age of 35 and male.

To further delineate, cross tabulations were performed on the demographic information to determine a more detailed understanding of the characteristics of those individuals utilizing the fast food category eight or more times. Although Chi-square analysis indicated no significant difference between groups for the occupation variable, it is included in the cross tabulation statistical test. The results are on Table 20.

The information provided in table 20 indicates males under the age of 35 years would be more likely to consume eight or more meals per week. In addition, other than retired individuals, all different occupations could be consuming meals or snacks at fast food restaurants over eight times in a week's span.

Domain Three: Consumer Attitudes

The Consumer attitudes section reflects the opinions of the participants in regards to restaurant use of coupons. Consumers may consider themselves smart shoppers (Blattberg, & Neslin, 1990; Mano, & Elliott, 1997) and well versed to the market. According to Advertising Age (1988), consumers may believe when there is a coupon offered the price on the product is raised.

This section will help to clarify the viewpoints of the participants. The two *Consumer Attitudes research questions* posed, as listed on page 29, are shown on Table 21. The survey instrument questions 1, 4 and 13 were measured against participants' response to the question, *over the past six months have you used coupons at restaurants.* The survey instrument question 14 was measured against participants' response to the above question as well as the question, *over the past six months have you used coupons for products or services.* A Pearson chi-square statistical test was used to measure if there was a difference between the two groups in relation to each of the questions. Cross

tabulation was used to indicate those differences. The results are on Table 22. The majority of responses from both groups, whether they have used coupons in the last six months or not, responded that restaurants should offer coupons.

Question number four measured the importance of being offered coupons. The response choices ranked from *1 = not important* to *5 = very important*. Independent sample t-tests were used to determine whether the mean to the responses for question four are the same between groups. The results are on Table 23. The mean score for individuals who responded indicating coupons to be important was larger for the group who has used coupons in the past six months. Frequency distributions were applied to show the percentages of each response choice. The "yes" response percentages are as follows: 1=2.0%, 2=14.2%, 3=33.8%, 4=29.7%, and 5=20.3%. The "no" response percentages are as follows: 1=22.6%, 2=12.3%, 3=33.0%, 4=18.9%, and 5=13.2%. The majority of both groups chose the middle choice (3=neutral), indicating neutrality. This response contradicts the responses to questions 5 and 11; they gave indication toward consumers having a greater likelihood to use coupons if they are received. Although, choices 4 and 5 equal almost 50% and could be considered an indication of coupon offerings having greater importance for the group of individuals who used coupons. This information would have been expected to reveal a larger percentage for individuals stating they used coupons. The question asking, *which type of coupon do you find most beneficial,* although removal would be required to assure validity, it does show interest as to the nature of responses given by participants.

Table 21:
Consumer Attitude research questions and related survey instrument questions

These research questions are:	The instrument question numbers to answer these questions are:
What opinion do consumers have about restaurants which offer coupons?	(1) Should restaurants offer coupons? (4) How important is to you to be offered coupons? (13) Do you agree with the following statements referring to companies offering promotions? (14) Do you agree with the following statements referring to restaurants offering coupons?
Which style coupons, as described by Ragubhir (2004), do consumers find offer the best value?	Coupon Experiment

Note. Instrument questions 1, 4, and 13 were measured against the responses to, *over the past 6 months have you used coupons at a restaurant* and instrument question 14 was measured against the above question and *over the past 6 months have you used coupons for products or services*. The coupon experiment examined utilization, where the 3 styles of coupons were distributed at random in Knoxville.

Table 22: Cross Tabulation; Chi-Square results on the question, *should restaurants offer coupons.*

	No		Yes		Total	
	Cross tabulation	Frequency percentage	Cross tabulation	Frequency percentage	Cross tabulation	Frequency percentage
"No" Group	15	14%	92	86%	107	100%
"Yes" Group	2	1.4%	146	98.6%	148	100%

Note. Pearson Chi-square analysis indicates Chi-square = 16.015 with 1 df, p=0.001; $*p < .05$ two tailed; Reject null hypothesis that there is no difference; results indicate there is a statistically significant difference between the two groups. Table includes cross tabulation calculations and frequency distribution percentages. Read chart left to right.

Table 23: Importance of being offered coupons

Question	Mean of the "yes" responses	Mean of the "no" responses	t	Sig. (2-tailed
How important is it to you to be offered coupons?	3.52	2.88	-4.348	.000

Note. 1 = not important to 5 = very important; $*p< .05$. The results indicate there is a statistically significant difference between groups.

Table 24: Cross Tabulation; Chi-Square results on question, *which type of coupon/discounting do you find most beneficial.*

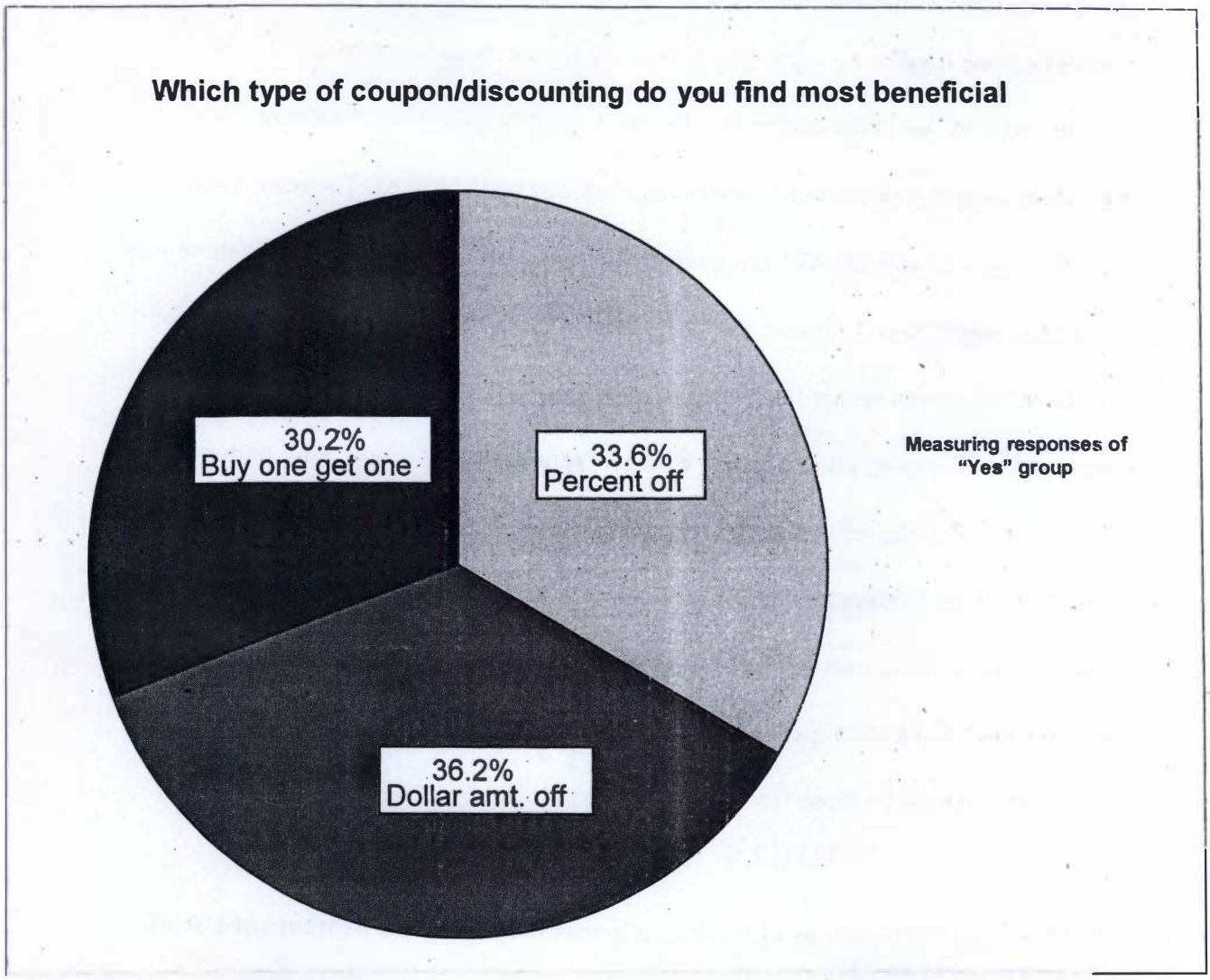
	Percentage off		Flat dollar off		Buy one get one free	
	Cross tabulation	Frequency percentage	Cross tabulation	Frequency percentage	Cross tabulation	Frequency percentage
"No" Group	36	34.6%	38	36.5%	33	28.8%
"Yes" Group	50	33.6%	54	36.2%	45	30.2%

Note. $p > .05$ two tailed, Chi-square =0.18 with 2 df, p=0.991. The results indicate there is NOT a statistically significant difference between the groups. Table includes cross tabulation calculations and frequency distribution percentages. Read chart left to right.

The question gives three choices for the participant to choose from. The three choices are: percentage off (25% off of a $20) purchase, flat dollar amount off ($5 off of a $20 purchase) and buy one get one free (buy one $5 dessert get one $5 dessert free). A frequency table was utilized to show the percentages of each choice as well as a pie chart for visual emphasis. Cross tabulation and Chi-square statistical tests were used to investigate possible differences between groups. Frequency distributions were used to better understand those possible differences. The results are shown on Table 24. Each choice received an approximate one third measure from the participating respondents indicating no significant preference. *Flat dollar amount* percentages were slightly higher then the choices *Percentage off* and *Buy one get one free*, however the difference is minimal. To further illustrate, a pie chart was formulated showing the almost equal division between the three choices (figure 4).

In order to assess the differences between the sub-questions of question 13, independent sample t-tests and frequency distributions were utilized. The results are shown on Table 25. Assuming equal variances, the results indicate that there was no statistically significant difference between the responses to questions 13a, b, c or d. for the group of individuals who have used coupons in the last six months at restaurants as compared to the group of individuals who have not. In other words, the majority of *both* groups agreed in those particular statements, all positive in nature.

The above information supports the literature in that coupons have been considered to be effective in tempting consumers to try new products as well as a recompense for loyal customers' continued support (Kendrick, 1998). This



Note: Denotes the three coupon styles as described by Raghubir (2004) and the participants' responses.

Figure 4: Pie Chart distinguishing three styles of coupons participants found most beneficial

indicates that there is a positive understanding broadly associated with restaurant coupon offerings and use suggesting restaurant firms may use coupons successfully.

In order to assess the differences between the sub-questions of question 14, independent sample t-tests and frequency distributions were utilized. The results are shown on Tables 26 and 27. Assuming equal variances, the results indicate that there was a statistically significant difference between the responses to questions 14a, b and c for both groups. The mean scores for question 14 suggest a slight difference in responses among groups. However, all responses, whether from the either group, rank under the neutral choice. The majority of both groups disagreed with the negative statements. Kotler, Bowen and Makens (1996) posit coupons to stimulate sales, however, over use can induce a poor value mentality. In addition, Advertising Age (1988) considers coupon offerings to result in a price increase to counteract the coupon. The participants' responses do not support these findings.

Table 25: Reported Opinions of the Participants in Regards to Restaurant Use of Coupons for question 13.

Questions	Mean of the "yes" responses	Mean of the "no" responses	t	Sig. (2-tailed)
Q13a. Coupons introduce new products	4.32	4.35	.284	.777
Q13b. Coupons reward loyal guests	3.80	3.84	.238	.812
Q13c. Coupons win new customers	4.35	4.34	-.173	.868
Q13d. Coupons increase profits	3.95	4.06	.800	.424

Note, likert-scale: Q 13:1=disagree strongly, 2=disagree somewhat,3= neutral, 4=agree somewhat, and 5=agree strongly. $p > .05$; The p values are all greater than alpha .05 indicating NO significant difference between groups.

Table 26: Reported Opinions of the Participants in Regards to Restaurant Use of Coupons for question 14 measured against the Restaurant coupon usage Groupings

Questions	Mean of the "yes" responses	Mean of the "no" responses	t	Sig. (2-tailed)
	Restaurant	*Restaurant*	*Restaurant*	*Restaurant*
Q14a. Restaurants offering coupons deliver inferior product	2.04	2.42	2.736	.007
Q14b. Restaurants offering coupons will shrink portion	2.13	2.52	2.725	.007
Q14c. Restaurants offering coupons are in financial trouble	1.95	2.25	2.151	.032

Note. likert-scale: Q14:1=disagree strongly, 2=disagree somewhat,3= neutral, 4=agree somewhat, and 5=agree strongly. *p< .05; the p values are all less than alpha .05 indicating a significant difference between groups. Read chart left to right.

Table 27: Reported Opinions of the Participants in Regards to Restaurant Use of Coupons for question 14 measured against the Product and Services coupon usage Groupings

Questions	Mean of the "yes" responses	Mean of the "no" responses	t	Sig. (2-tailed)
	Product	*Product*	*Product*	*Product*
Q14a. Restaurants offering coupons deliver inferior product	2.10	2.53	2.555	.011
Q14b. Restaurants offering coupons will shrink portion	2.21	2.58	2.086	.038
Q14c. Restaurants offering coupons are in financial trouble	2.00	2.35	2.132	.034

Note. likert-scale: Q14:1=disagree strongly, 2=disagree somewhat,3= neutral, 4=agree somewhat, and 5=agree strongly. *p< .05; the p values are all less than alpha .05 indicating a significant difference between groups. Read chart left to right.

Coupon Experiment

The participating restaurant donated a total of 600 coupons to assist in the research project to determine consumer preferences. The coupons reflected the three styles asked in question number eight of the survey instrument: percentage off, dollar amount off, and buy one get one free and were divided into 200 increments for each style. The coupons had an expiration date of Oct 31, 2006. The three different styles were mixed and disbursed face down so as to not divulge the value to the participant. The intent of the experiment was to tally redeemed coupons and compile information as to which style was used the most. From the initial 600 coupons, a total of 257 were coded and matched to completed surveys. The intent was to measure survey responses in accordance with the redeemed coupon. The remaining coupons were given out at random through local businesses and colleges. The total disbursement equaled 580 coupons.

The participating restaurant was contacted after the expiration date and redeemed coupons collected. Out of 580 coupons, .0344% were redeemed. One of the coupons was for a value of 20% off of $20 dollars or more. The total bill was attached to show overall purchases. After the discount was removed, the total expenditure was for $62.34. Another coupon redeemed was for $5 off of a $20.00 purchase or more. This coupon did not have the bill attached and the expenditure was indeterminate.

According to the Promotion Marketing Association (2006), reported "three out of four U.S. consumers use coupons" equating to 75 percent of U.S. consumers utilizing coupons. The data collected contradicts this information.

In addition, Raphel (1995) stated one in three consumers will use a coupon to try a new brand and nine out of ten would use the coupon if they were familiar with the

product. Neither of these percentages fall within the final percentages of coupons redeemed through this experiment. This information may suggest there is a disconnect among opinions and behaviors of restaurant diners. Other possibilities are discussed in the limitations paragraph of chapter 5.

Demographic information was utilized to better answer coupon use based on income, age and occupation. The results are shown in table 28 and 29. Based on income, there is not a significant difference between the two groups. However, it can be noted that of the participants who reported using coupons at restaurants in the last 6 months, 23.4% of them earn under $20,000 and 20.6% of them reported earning $70,001 and above. Further, income was measured against age. The results are shown in Table 29.

Table 28: Cross tabulation; Chi-Square results for individual income and coupon usage

	Under $20,000		$20,001 $30,000		$30,001- $40,000		$40,001- $50,000		$50,001- $60,000		$60,001- $70,000		$70,001+	
	Cross tab	**Freq. %**	**Cross tab**	**Freq. %**	**Cross tab**	**Freq. %**	**Cross tab**	**Freq. %**	**Cross tab**	**Freq . %**	**Cross tab**	**Freq . %**	**Cross tab**	**Freq. %**
"No" Group	37	37%	18	18%	10	10%	9	9%	2	2%	5	5%	19	19%
"Yes" Group	33	23.4%	24	17.0%	22	15.6 %	10	7.1%	16	11.3 %	7	5%	29	20.6%

Note. $p > .05$ two tailed, Chi-square =12.32 with 6 df, p=0.055. The results indicate there is NOT a statistically significant difference between the groups. Read chart left to right for each group.

Table 29: Cross tabulation; Chi-Square results for individual income and age for "Yes" group

Age	Under $20,000	$20,001 $30,000	$30,001- $40,000	$40,001- $50,000	$50,001- $60,000	$60,001- $70,000	$70,001+
18-25	25	8	5	2	0	0	1
26-35	7	4	5	1	2	3	1
36-45	1	4	3	3	4	0	7
46-55	0	5	6	2	2	1	6
56+	0	2	3	2	8	3	14

Note. $p < .05$ two tailed, Chi-square =87.29 with df= 24, p=0.000. The results indicate there is a statistically significant difference between age and income. Read chart left to right.

Age and income may play a part in coupon utilization. According to the information in Table 29, participants in the age grouping "18-25" years and the age grouping "56+" had the most substantial scores in relation to coupon usage in the last six months.

According to the Occupation pie chart (Figure 3, pg.76), the two largest single sections are students and retirees. Students and retirees may be most interested in saving money and therefore, be the most likely to utilize coupons. The three variables, age, income and occupation could help differentiate those individuals from others when companies are focusing on target markets for solicitation of coupons. The demographics of Knoxville, Tennessee appear to be reflected in the data collected. The coupon experiment did not support the data collected through the survey. The limitations of the coupon experiment could revolve around differing dynamics which will be discussed in the following chapter.

Chapter 5

Summary, Conclusions and Implications

The purpose of this study is to review and summarize the effectiveness of coupons on the restaurant consumer's decision to purchase in the restaurant industry. A secondary aim is to explore which coupon values were most effective on purchase decision. The organization of this chapter reflects the areas which were investigated. The research questions and corresponding survey questions are categorized into three domains discussed in chapters one and two: purchase motivations, consumer behaviors and consumer attitudes.

The research questions and their answers are as follows:

Question 1. Do consumers use coupons in restaurants?

Although respondents to the survey indicated that they were amenable to using coupons and actually suggested that the coupons had high value, their behavioral response of returning the coupon fell far short of that reported "opinion." According to Thaler (1985), there are five determinants that may contribute toward the utilization of a coupon. The five determinants are coupon proneness, value consciousness, pricing, brand loyalty and demographics; particularly demographics. Raghubir (2004), emphasizes the importance of pricing and the monetary value associated with coupons. The coupon offered in this experiment was substantial, however it may not have offered sufficient value to solicit utilization. Hence the answer to this research question is perhaps that coupon utilization is dependent on all determinants suggested by Thaler as opposed to the combination of a few, to solicit the desired behavior.

Question 2. What opinion do consumers have about restaurants which offer coupons?

As reported earlier, diners strongly support the contention that a positive opinion regarding consumer use and benefits of coupons is present and a mixed opinion, both positive and negative, regarding the restaurants which offer coupons. According to the literature for the most part, consumers support the offering of coupons. The attitude of consumers toward coupons may be dependent on the establishment offering the coupon as well as the value of the coupon. According to Raghubir (2004), the evaluation process

plays a major part in whether a coupon is used. Consumer's internal price knowledge and interpretation of the value will determine if the coupon will be used.

Question 3. Where do consumers who use coupons dine?

Participants indicated all segments of the restaurant industry to be visited with the greater number reported in fast food or casual dining. This also corresponds with the prevalence of these establishments in the marketplace.

Question 4. Why do coupon users dine out?

Lack of time was the most indicated response regarding consumer motivation. This information is supported by the literature. Consumers suffer from time constraints.

Question 5. Are consumers willing to take the time to search out coupons?

As expected customers who use coupons were willing to spend their time seeking coupon offers. However, the percentage was lower than expected from the group of individuals who reported using coupons. This contradicts the research of Mano and Elliott (1997). The research question asking which method was used to locate coupons revealed direct mail to be preferred over newspapers.

Question 6. Would a coupon influence consumers to try a new restaurant?

All participants reported that they would respond positively to a coupon offer associated with a new restaurant dining experience. However, lack of utilization in the conducted experiment suggests a contradiction.

Question 7. Which style coupons, as described by Raghubir (2004), do consumers find offer the best value?

All styles of coupons were equally found beneficial, as indicated in the results.

Integration of Findings with Past Literature

Convergent Findings

The most prevalent findings of this research agreed with the body of literature: consumers and coupons. As stated in the literature, when Proctor & Gamble attempted to withdraw from the coupon industry and offer savings at the store level, consumers began to boycott the company (Narsetti, 1997). Even today, consumers report they want coupons to be available. Coupons are a part of the marketing mix for corporations because the consumer believes they can save money (Lichtenstein & Netemeyer, 1991).

The participants report that coupons are offered as a way to bring in new customers and reward loyal guests. The literature proposed coupons to be effective in attracting consumers to try new products as well as reward loyal customers (Kendrick, 1998). The findings of this study concur with the literature. Both groups of participants agreed that coupons bring in new customers and reward loyal guests.

Respondents also reported they would use a coupon to try a new restaurant. Bawa and Shoemaker (1987) suggest coupons can be used to entice customers to try new products. Hirschman & Holbrook (1982) suggest coupon utilization can fulfill both utilitarian and hedonic needs of consumers. Acquisition utility (economic gain or loss) and transaction utility (pleasure or displeasure), the two drivers to total utility (Thaler, 1985) may help to clarify consumer purchase motivations in relation to coupon utilization. The survey asked the question; why people would dine out. The largest response was lack of time. The convenience of eating away from home and saving on the time necessary to prepare meals at home proved to support the literature reviewed.

According to Nation's Restaurant News (2006) consumers live busy lives and are eating more of their meals away from home.

Divergent Findings

The literature suggests coupon misuse could solicit negative connotations about coupons and the companies. For example, Advertising Age (1988) stated consumers believe when there is a coupon offered, the price of the product is raised to counteract the coupon. For the most part, participants did not agree with the negative statements. This is especially true for those participants who stated they had used coupons in the last six months.

The participants of this study, who reported using coupons, did not answer as positively when asked if they took the time to locate and clip coupons. In retrospect; the percentages reflected in the responses from the "Yes" group are not as expected. The group would have been expected to register a higher percentage for locating and clipping coupons. Markedly, people are less likely to hunt out and clip coupons. Fishbein and Ajzen (1975), suggested there were seven consequences of coupon usage with one being the time and effort required to clip coupons. However, this information is somewhat dated and may not hold as true as previously. Time constraints may not afford those individuals who want to use coupons the luxury of searching out and clipping coupons. In addition, Teel, Williams, and Bearden (1980) noted newspapers as the chosen resource for locating coupons. This information contradicts the data collected. Participants noted direct mail as the most preferred choice for locating coupons and newspapers were the next most preferred. Conversely, this information is supported by the literature. According to Smith (2006) direct mail is the main coupon distribution medium utilized.

An important note is the dates of the findings provided in the literature. Direct mail may be the more current choice for locating coupons. Considering the reported busy life styles of consumers, it would have been expected to observe higher percentages for the choice of *internet*. However, *internet* had the lowest mean score of all the choices available. These results also contradict the information provided in the literature. While the internet may provide an easier manner in which to locate coupons (Fortin, 2000), utilization is not prevalent.

Contributions of Findings to Literature

The data collected in this study reveal the majority of consumers dine out at fast food and casual dining establishments. The body of literature did not define consumers' restaurant choices. Perhaps the volume of usage could be directly related to the demand of the respondents' jobs and time constraints. As stated previously, the majority of Americans lead very busy lives (Freeman, 2006). In addition, the "fourth meal" marketing phenomena serves a market of individuals who dine after 7pm and are mostly young males under the age of 35 (Cebrzynski, 2006). This information not only supports the data but could also prove to be beneficial when companies market coupons. According to Thompson (1997), the way for the future, in relation to couponing, is to target a market.

A measurement was implemented to determine if there would be a preference as to style of coupon presented by Raghubir (2004). The data collected proved to be unable to differentiate any pattern of preference. All three choices: percentage off, dollar amount off and buy one get one free where approximately equal. The conclusion being that the style of coupon had no bearing as to facilitating usage.

Implications of Findings

Theoretical Implications (Thaler, Raghubir)

Thaler Theory

The over-arching theory of this study was centered around the work of Thaler (1985). According to Thaler, there are five determinants contributing toward whether a coupon will be used. The determinants are coupon proneness, value consciousness, pricing, brand loyalty and demographics. Coupon proneness, value consciousness and brand loyalty could be considered internal factors in respect to a consumer's motivations, behaviors or attitudes toward coupons and coupon usage. Pricing and demographics could be considered *external* factors in respect to a consumer's motivations, behaviors or attitudes toward coupons and coupon usage.

Thaler also describes how there are two *drivers* in relation to transaction utility theory: acquisition utility (economic gain or loss from the transaction) transaction utility (associated with purchase and represents the pleasure or displeasure of the financial deal [difference between selling price and the reference price]). *Total utility* was the overarching theory of this research. The survey developed was designed to evaluate *total utility* in reference to consumer motivations, behaviors and attitudes. The data collected reflects the literature and represent total utility.

The experiment also could be described as supporting the overarching theory but as a negative support. The coupon experiment did not solicit a response from the participants receiving any of the three styles and therefore it could be concluded neither acquisition utility nor transaction utility could be satisfied.

Raghubir Theory

Raghubir's (2004) conceptual framework focused on the monetary value of coupons and illustrated the consumers' evaluation process of the coupon value by comparing it to other product prices and competitor prices. The three studies defined in the literature, evaluated the effect of the coupon values and the consumers price knowledge on the purchase intention. This suggests that not only does the value of the coupon have an impact, but price knowledge will also play a part in the decision to use the coupon. As supported by other researchers, the implied monetary value may be the foremost defining issue as to whether a coupon is used. For example, Della Bitta, Monroe and McGinnis (1981) postulate coupons to promote sales if the consumers perceived the coupon to be a value.

Raghubir also suggested the three different styles of coupons which were used in the experiment. The desire was to determine a preference of style. The experiment did not solicit a suitable response from the participants. The survey question posed in addition to the experiment did not provide the information to support a definite preference of coupon style. The results were inconclusive.

Research Implications

Consumer Motivation Domain

The consumer purchase motivation questions were developed to measure the participant's ability to be influenced by the presence of a coupon when making a purchase decision and if they would take the time to search out those coupons. The majority of the responses indicated that consumers want coupons. Almost 100% of the participants who took the survey indicated restaurants should offer coupons. This

information is not surprising. Consumers clearly want coupons. The majority of respondents denoted they enjoy trying new restaurants and in the presence of a coupon would definitely motivate them to visit the new restaurant as opposed to going to a usual location to dine. According to Kendrick (1998), coupons have been thought to be effective in tempting prospective consumers to try new products. This research supports that statement. As to which style or type of coupon (percentage off, dollar amount off or buy one get one free) the participants designated to be most valuable, the responses were fairly evenly divided. Although Raghubir (2004), does state the above styles as coupon discount choices, Raghubir's research contemplates pricing, not preference of style. Evidently, the style of coupon is not nearly as important as the savings realized.

Ironically, the data reported a high percentage for individuals who indicated restaurants should offer coupons, however when asked if receiving coupons were important, the highest percentage was in the neutral area suggesting indifference. The mode of marketing coupons was also investigated. Participants were asked as to which type of media they would obtain coupons from. The forms of media *mail* and *newspaper* were most preferred. The internet was not highly rated as a form of media participants would obtain coupons from. Fortin (2000) reported internet coupons to be a popular venue, but this study is contradictory. The lowest response for marketing of coupons was with internet and the highest response for marketing coupons was with mailings and newspaper.

The majority of consumers responded positively to coupons being offered by restaurants. Ironically, when asked if the respondents took the time to clip coupons, of the individuals who responded "yes" to using coupons at a restaurant, 52.3% said they don't

and 47.7% responded positively. Consumers want their coupons, but the majority of the respondents are not willing to take the time to clip them.

Consumer Behavior Domain

The consumer behavior questions were developed to answer *action* as opposed to *motivation*. Only the group of participants who responded "yes" to whether they had used coupons at a restaurant in the last six months were used in the analysis for the consumer behavior questions. The enticement of trying something new could be important when implementing a coupon as a marketing promotion. Evidently consumers enjoy trying new restaurants. Accordingly, questions about the presence of a coupon motivating the participants to visit a new restaurant were asked and answered. The statistical analysis indicates a preference for selecting a new restaurant in the presence of a coupon. According to Hardie, Fader, and Wisniewski (1998) coupons can be used as a way to test new products. This information supports the literature and could prove beneficial for companies offering coupons. If consumers enjoy trying new restaurants and are more likely to attempt a new restaurant in the presence of a coupon, timing the introduction of the coupon to coincide with the opening of the restaurant may be advantageous.

According to the literature, consumers spend approximately 47% of their food budget on meals away from home (Freeman, 2006). Questions focusing on the type of restaurants most visited by the participants indicated that the majority of the scores for selecting restaurant styles and the frequency of visits did not signify partiality for one type of restaurant over the other. However, fast food and casual dining were the most substantial of the locations selected.

The category of fast food and casual dining had higher percentages signifying a more developed preference for these two categories. Fast food responses indicated visits of 8 per week or more for 5% of those responding. This suggests that a substantial percentage of the respondents actually consumed more than one meal per day at a fast food or a casual dining restaurant.

The lowest response for the question, why do consumers eat out, was the selection *I eat out because I have no other choice.* This indicates that when consumers are dining out, they are making their decisions based in hedonic processes, not utilitarian. As previously stated in the literature (Hirschman & Holbrook, 1982), coupon usage can contribute to both hedonic and utilitarian utilities. Not only are the consumers saving money, they are also enjoying the feeling of consumption and acquiring a purchase savings. The highest response for this question was the selection *I eat out because I don't have time to cook.* This information suggests busy life schedules and could be perceived as satisfying both utilitarian and hedonic thought processes. According to the literature, consumers are spending more on meals away from home. On average, a household in 2002 spent $2,279 on food purchased away from home and, according to Nations Restaurant News (2005) by 2006 restaurant sales are projected to reach $511 billion dollars.

Consumer Attitude Domain

The consumer attitude questions, in relation to coupons, were developed to measure participants' opinions and attitudes towards restaurants that offer coupons and the importance of those coupons. In response to the question, *should restaurants offer coupons,* the responses from both groups, those individuals who have used coupons in the

last six months and those individuals who have not, the majority responded that restaurants should offer coupons. According to Ambler (1999), consumers do not want to be deprived of the practice of saving money through coupon utilization. Although consumers may not always use coupons, it is a choice. Bawa and Shoemaker (1987), posit customers want to be involved in the process of "winning" a deal. The "deal" needs to be in place for consumers to make that choice.

The question, *how important is to you to be offered coupons,* those responding indicate coupons importance was higher for the group that had used coupons in the past six months. However, the majority of *both* groups were neutral, indicating the participants may have been impartial. This response goes against the responses to the other questions in the consumer purchase motivations domain. They suggested consumers having a higher likelihood to use coupons if they are received. Although consumers may have reported they would use a coupon they receive, as well as reporting they felt coupons should be offered, the neutrality of the *importance of being offered* is paradoxical.

The question referring to positive opinion connotations reflected a strong agreement with the opinion of restaurants that offer coupons want to introduce new products, reward loyal guests, win new customers and increase profits. The analysis of this question did indicate the statements *restaurants offer coupons to introduce new products* and *win new customers* to be more prevalent. In retrospect, there is a more prevalent disagreement with the question denoting negative connotations of restaurants offering coupons. Therefore, it can be concluded that consumers have a more positive opinion of coupons than negative.

The question measuring the most beneficial style of coupon: dollar amount off, percentage amount off or buy one item get on free, with each coupon style choice being of equal value did not provide any indication of preference from the participants. The conclusion can be drawn that the participants were not concerned with the method in obtaining the savings, but more so with the amount of the savings.

Coupon Experiment

The second part of this study researched the validity of three styles of coupons offered to consumers to measure the most selected value. The coupons used in the experiment reflected the three styles percentage off, dollar amount off, and buy one get one free. The coupons were divided into 200 increments for each style equaling a total of 600 coupons. The coupons were to be valid for one month and the experiment was to run the month of October. The coupons were also used as an incentive to complete the above mentioned survey. The completed experiment's results were not strong enough to draw any specific conclusions as to which style coupon was best received. From the 580 coupons, only two where redeemed. The data falls short of the anticipated 75% return stated in the literature (Promotion Marketing Association, 2006).

Limitations

The survey sample size recommended, anticipating an eighty percent continuity of responses, was 246 for a population between 100,000 and 1,000,000 (Dillman & Sallant, 1994). The responses to the questions showed little continuity if any. Although some of the information may prove beneficial, there was no epic information presented. A limitation of the study could be the sample selected. The demographic of Knoxville may have proved to be an inappropriate reflection of overall consumers who would use

coupons. According to the demographic information compiled in this study, the majority of participants were between the ages of eighteen and twenty-five with incomes under $20,000. It also possible that the students helping to administer the survey did not follow the directives for randomizing the sample. There may have been a higher likelihood to seek out individuals of their own age.

Although the site selection for administering the surveys should have reflected a better blend of individuals, it did not. In addition, the majority of the respondents were unfamiliar with the participating restaurant or its' location. The unfamiliarity may have hindered consumers from utilizing the coupon that was distributed.

Other variables that may have hindered the use of the coupon could be too short of an expiration time frame or too little of a value. The survey indicated the majority of the participants want coupons. The experiment conducted gave indication to participants not using coupons, even though they were handed to them. There was no time or work involved in getting the coupon and still the participants, for the most part, did not utilize the savings.

Another limitation of the study is in reference to the question, *do you take time to clip coupons.* According to the information in the literature as well as the reported data, consumers may not have time to clip coupons, but still want to take advantage of the savings. Other forms of media could be less labor intensive. The question remains relevant but should be reworded to exclude the verbiage, *take time to clip.* The response may have been different if the question had been worded differently.

Future Directions

Further research should focus on specific demographics and how to best address that particular demographic. Coupons are desired by consumers. With a reported 203 respondents wanting coupons out of the respective 257 surveys returned, the desire is evident. However, the survey questions also indicated coupons to not always be used by consumers.

The coupons offered in this study were not sufficient enough to draw the consumer to the participating restaurant. Further research is needed to discover what the consumer wants. A longer expiration time frame and increased values of the coupon may have produced different results. Also, by concentrating on a certain demographic and targeting a specific market restaurant companies may be able to better utilize the marketing dollar. If companies are going to be forced to provide consumers with a mode of discounting or saving money, it is imperative to uncover how to benefit both parties. Targeting the market is only one factor; the satisfaction of needs, demands and wants must also be met for the marketing tool to be successful (Lewis & Chambers, 2000). According to Hsu and Powers (2002), customers are the driving force in the hospitality industry and it is what customers think and feel that is important.

Unfortunately, the conundrum still exists. Even though consumers may not always utilize coupons, consumers want coupons to be available for their use. According to Chapman and Aylesworth (1999), there is an "attitude transfer that can occur when a product receives rave reviews." The consumer attitude can be influenced due to a preconceived idea. A halo effect takes place. A halo effect occurs when consumers evaluate a product or idea based on one dimension as opposed to all dimensions.

Coupons have been thought to provide savings for many years. Our parents, parents used coupons and therefore there could be a "transference of benefits" associated with the utilization of coupons. The cognitive process in evaluating transfer of benefits goes beyond the realm of this study. However, the cognitive process could prove to be valuable for future researchers to pursue in evaluating coupon usage by the consumer.

References

References:

Ailawadi, K., Lehmann, D., & Neslin, S. (2001). Market response to a major policy change in the marketing mix: learning from Proctor & gamble's value pricing strategy. *Journal of Marketing, 65,* (1) 44-61.

Alreck, P. L., & Settle, R. B. (1995). *The survey research handbook* (2nd Ed.). New York: McGraw-Hill Publishing.

Anonymous (1985). Coupons: necessary evil or effective vehicle? *Nation's Restaurant News,* (October).

Anonymous (1998). Boy, try to save some folks some change. *Advertising Age, 59,* (20) 27.

Anonymous (2005). Restaurant sales to reach $511B in 2006. *Business Journal.* Retrieved June 22, 2006, from http://www.business-journal.com/RestaurantSales06.asp/

Anonymous (2006). National coupon month spurs awareness for CPG marketers. Promotion Marketing Association, Inc. Retrieved August 21, 2006, from http://www.pmalink.org/news/article_couponmonth2006.php/

Ailloni-Charas, D. (1984). *Promotion: a guide to effective promotional planning, strategies, and execution.* New York: John Wiley & Sons.

Babakus, E., Tat, P., & Cunningham, W. (1998). Coupon redemption a motivational perspective. *Journal of Consumer Marketing, 5,* (2) 37-43.

Bagozzi, R., Baumgartnet, H., & Yi, Y. (1992). State versus action orientation and the theory of reasoned action: an application to coupon usage. *Journal of Consumer research, 18,* 505-517.

Baker, M. J. (2002). Sampling. *The Marketing Review, 3,* 103-120.

Banks, S. (1991) *The relationships between preference and purchase of brands, in marketing masters,* Chicago: American Marketing Association.

Bawa, K., and Shoemaker, R. W. (1987). The effects of a direct mail coupon on brand choice behavior. *Journal of Marketing Research, 24,* (4) 370-376.

Bernardi, R. (1994). Validating research results when Cronbach's alpha is below .70: a methodological procedure. *Educational and Psychological Measurement, 54,* 766-775.

Berner, R. (2006). I sold it through the grapevine. *Business Week,* (1986) 32-34.

Blattberg, R., and Neslin, S. (1990). *Sales promotion: concepts, methods, and strategies.* Englewood Cliffs, New Jersey: Prentice Hall.

Blattberg, R., Eppen, G., & Lieberman, J. (1981). A theoretical and empirical evaluation of price deals for consumer nondurables. *Journal of Marketing, 45,* 116-129.

Bourque, L., & Fielder, E. P. (2003). *How to conduct self-administered and mailed surveys.* California: Sage Publications, Inc.

Cebrynski, G. (2006).Fourth-meal spurs QSR late-night dining push. *Nation's Restaurant News, May 8, 2006,* 6.

Cheong, K. (1993). Observations: are cents-off coupons effective? *Journal of Advertising Research, March/April,* 73-78.

Christmann, A., & Van Aelst, S. (2006). Robust estimation of cronbach's alpha. *Journal of Multivariate Analysis, 97,* 1660-1674.

Clark, R., & Goldsmith, R. (2005). Market mavens: psychological influences. *Psychology and Marketing, 22,* (4) 289-312.

Cronovich, R., Daneshvary, R., & Schwer, K. (1997). The determinants of coupon usage. *Applied Economics, 29,* 1631-1641.

Davis, S., Inman, J., & McAlister, L. (1992). Promotion has a negative effect on brand evaluation-or does it? Additional disconcerning evidence. *Journal of Marketing Research, 26,* 143-152.

Della Bitta, A., Monroe, K., & McGinnis, J. (1981). Consumer perceptions of comparative price advertisements. *Journal of Marketing Research, 18,* (November) 416-427.

Dickson, P., & Sawyer, A. (1990). The price knowledge and search of supermarket shoppers. *Journal of Marketing, 54,* (July) 42-53.

Etgar, M., & Malhotra, N. (1981). Determinants of price dependency: personal and perceptual factors. *Journal of Consumer Research, 8,* (2) 217-222.

Fader, P., & Hardie, B. (2003). Can we infer "trial and repeat" numbers from aggregate sales data? under first review at *Journal of Marketing Research,* (July) 1-17.

Farrell, K. (1988). Restaurant promotion: deal and discounts. *Restaurant Business Magazine, 4,* 117-120.

Feltenstein, S., & Terry, V. (1991). Does couponing make good business sense? *Restaurant Business, 90,* (2) 152.

Fink, A., & Kosecoff, J. (1998). *How to conduct surveys* (2nd Ed.). California: Sage Publications, Inc.

Fishbein, M., & Icek, A. (1975). *Beliefs, attitudes, intention and behavior.* Reading, MA: Addison-Wesley.

Fleming C, Miller R, & Washington K. (2006). Chapter 17: full-service dining. *Restaurant & Foodservice Market Research Handbook*, 101-104. Retrieved November 30, 2006 from http:www.marketresearch.com

Fortin,D. (2000). Clipping coupons in cyberspace: a proposed model of behavior for deal-prone consumers. *Psychology & Marketing, 17,* (6) 515-534.

Fowler, F. J. (2002). *Survey research methods* (3rd Ed.).California: Sage Publications, Inc.

Freeman, A. (2006). Eating out is in. Retrieved March 17, 2007 from http:www.cpa.state.tx.us/comptrol/fnotes/fn0604/eating.html

Full-Service Restaurants in the US (2006). Retrieved November 29, 2006 from http://www.marketresearch.com/product/display.asp?productid=1380769

Garber, A. (2003). Redeeming factor: coupons shout 'value', boost traffic. *National Restaurant News, 37,* (20) 138.

Garretson, J., & Burton, S. (2003). Highly coupon and sale prone consumers: benefits beyond price savings. *Journal of Advertising Research, 43,* (2) 162-172.

Gochman, D. S., Stuckenborg, G. J., & Feler, A. (1998). The ideal physician: implications for contemporary hospital marketing. *Journal of Health Care Marketing, 6,* (2) 17-25.

Gonul, F.,& Srinivasan, K. (1996). Estimating the impact of consumer expectations of coupons on purchase behavior: a dynamic structural model. *Marketing Science, 15.* (3) 262-279.

Guthrie, C. (2003). Prospect theory, risk preference, and the law. *Northwest University law review, 97,* (3) 1115-1163.

Hardie, B., Fader, P., & Wisniewski, M. (1998). An empirical comparison of new product trial forecasting models. *Journal of Forcasting, 17,* 209-229.

Hirshman, E. & Holbrook, M. (1982). Hedonic consumption: Emerging concepts, methods and propositions. *Journal of Marketing, 46,* (3) 92-101.

Hsu, C., & Powers, T. (2002). *Marketing Hospitality*, 3rd. Ed. New York, NY: John Wiley & Sons.

Indian Institute of Management Ahmedabad, Research and Publication Department (2004, August). *Using Transaction Utility Approach for Retail Format Decision, (IIMA Working Papers* No. 2004-08-05). Ahmedabad, India: Kumar, S.

Jacobson, R., & Obmiller, C. (1990). The formation of expected price: a reference for forward-looking consumers. *Journal of Consumer Research, 16,* (March) 420-432.

Jones, J. (1990). The double jeopardy of sales promotions. *Harvard Business Review,* (September-October) 145-152.

Joyce, K. (2005). No nickel and dime. *Promo 13th Annual Sourcebook,* retrieved June 18, 2006, from http://promomagazine.com/research/industrytrends/marketing_no_nickel_dime/

Kahneman, D., & Tversky, A. (1979). Prospect theory: an analysis of decision under risk. *Econometrica, 47,* 263-291.

Kendrick, A. (1998). Promotional products vs. price promotion in fostering customer loyalty: a report of two controlled field experiments. *Journal of Services Marketing, 12,* (4) 312.

Kotler, P. (1972). A generic concept of marketing. *Journal of Marketing, 36,* (April) 46-54.

Kotler, P., Bowen, J., & Makens, J. (1996). *Marketing for Hospitality and Tourism 2nd. Ed.* New Jersey: Prentice-Hall, Inc.

Knoxville (2006). Retrieved May 26, 2006 from http:www.knoxville.org

Knoxvilletennessee (2006). Retrieved May 26, 2006 from http:www.knoxvilletennessee.com/demographic.html

Krishna, A. (1990). Modeling the impact of consumer expectations about time to the next deal and sale price on consumer purchase behavior (abstract), *Marketing Science Conference,* Urbana-Champaign, Spring 1990.

Krishna, A., & Shoemaker, R. (1992). Estimating the effects of higher coupon face values on the timing of redemptions, the mix of coupon redeemers, and purchase quantity. *Psychology & Marketing, 9,* 51-60.

Lamb, C., Hair, J., & McDaniel, C. (2002). *Marketing*, 6th. Ed. Cincinnati, OH: South-Western Publishing, Inc.

Laroche, M., Pons, F., Zgolli, N., Cervellon, M., & Kim, C. (2003). A model of consumer response to two retail sales promotion techniques. *Journal of Business Research, 56,* 513-522.

Leontitsis, A., & Pagge, J. (2006). A simulation approach on cronbach's alpha statistical significance. *Mathematics and Computers in Simulation, 73,* 336-340.

Lewis, R., & Chambers, R. (2000). *Marketing Leadership in Hospitality Foundations and Principles*, 3rd. ed. New York, NY: John Wiley & Sons, Inc.

Lichtenstein, D., Burton, S., & Netemeyer, R. (1991). Using a theoretical perspective to examine the psychological construct of coupon proneness. *Advances in Consumer Research, 18,* (1) 501-508.

Lovelock, C. (2000). *Services Marketing*, 4th ed., USA. Prentice Hall, Inc.

Lovelock, C., & Quelch, J. (1983). Consumer promotions in service marketing. *Business Horizons, 26,* (May/June) 66-75.

Mano, H., & Elliott, M. (1997). Smart shopping: The origins and consequences of price savings. *Advances in Consumer research, 24,* 504-510.

Marketingpower (2006). Retrieved August 22, 2006 form http://www.marketingpower.com

Mathis, R., & Jackson, J. (2006). *Human Resource Management*, 11th ed. Mason, OH: South Western, Thomson Corp.

Mouland, W. (1999). Coupon ads that get a response. *Marketing Magazine, 104* (21), 26.

Narsetti, R. (1997). Down the drain: move to drop coupons puts Proctor & Gamble in sticky PR situation. *Wall Street Journal, 1, (April 17)* A10.

National restaurant association 2006 restaurant industry fact sheet (2006). Retrieved June 22, 2006, from http://www.restaurant.org/pdfs/research/2006factsheet.pdf/

Neff, J. (2005). Well balanced plan allows P & G to soar. *Advertising Age, 76,* (50) 32-53.

Neslin, S., Henderson, C., & Quelch, J. (1985). Consumer promotions and the acceleration of product purchases. *Marketing Science, 4,* (Spring) 147.

Neslin, S., & Shoemaker, R. (1989). An alternative explanation for lower repeat rates after promotion purchases. *Journal of Marketing Research, 26,* (May) 205-213.

Olson, J. (1977). Price as an informational cue: Effects on product evaluations. In A. G. Woodside, J. N. Sheth, and P. D. Bennett (Eds.), *Consumer and industrial buying behavior* (pp. 267-286). New York: North – Holland Publishing Company.

Olsen, M., West, J., & Ching-Yick Tse, E. (1998). *Strategic Management in the Hospitality Industry 2nd. Ed.* New York, NY: John Wiley & Sons, Inc.

Ott, R., & Longnecker, M. (2001). *An Introduction to Statistical Methods and Data Analysis 5th. Ed.* Pacific Grove, California: Thomson Learning, Inc.

Prentice, R. M. (1987). Promotion at what price? *Marketing and media decisions,* (September), 128.

Raghubir, P., (1998). Coupon value: A signal for price? *Journal of Marketing Research, 35,* (3) 316-324.

Raghubir, P., (2004). Coupons in context: discounting prices or decreasing profits? *Journal of Retailing, 80,* (1) 1-12.

Rao, A. & Monroe, K. (1989). The effect of price, brand name, and store name on buyer's perceptions of product quality: an integrative review. *Journal of Marketing Research, 26,* (August) 351-357.

Raphel, N. (1995). *Up the loyalty ladder: turning sometime customers into full-time advocates of your business.* New York, NY: Harper Business.

Ray, J. J. (1983). A comparison between cluster and "random" sampling. *The Journal of Social Psychology, 121,* 155-156.

Raju, P. & Hastak, M. (1983). Pre-trial cognitive impact of cents-off coupons. *Journal of Advertising, 12,* (2) 24-33.

Salant, P. & Dillman, D. A. (1994). *How to conduct your own survey.* Canada: John Wiley & Sons, Inc.

Scarpi, D. (2005). Hedonic and utilitarian behavior in specialty shops. *The Marketing Review, 5,* 31-44.

Schindler, R. (1988). The role of ego-expressive factors in the consumer's satisfaction with price. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 1,* 34-39.

Schindler, R. (1989). The excitement of getting a bargain: some hypotheses concerning the origins and effects of smart-shopper feelings. In K. Monroe, (Ed.) *Advances in Consumer Research*, Ann Arbor, Michigan: Association for Consumer Research.

Shimp, T. (1993). *Promotion Management and Marketing Communications.* Dryden Press, New York, NY.

Shimp, T., & Kavas, A. (1984). The theory of reasoned action applied to coupon usage. *Journal of Consumer Research, 11,* (December) 795-804.

Shirai, M., & Meyer, R. (1997). Learning and the cognitive Algebra of price expectations. *Journal of Consumer Psychology, 6,* (4) 365-388.

Shirai, M. (2003). An analysis of multidimensional internal reference prices. *Advances in Consumer Research,* 30-31.

Shoemaker, R., & Tribwala, V. (1985). Relating coupon redemption rates to past purchasing of the brand. *Journal of Advertising Research, 25,* (October/November) 40-47.

Slater, J. (2001). Is couponing an effective promotional strategy? An examination of the Proctor & Gamble zero-coupon test. *Journal of Marketing Communications, 7,* (1) 3-9.

Smith, V. (2006). Direct mail driving coupon industry response levels. *Precision Marketing,* Retrieved July 23, 2006 from http://www.pricingsociety.com

Taylor, G. (2001). Coupon response in services. *Journal of Retailing, 77,* (1) 139-151.

Teel, J., Williams, R., & Bearden, W. (1980). Correlates of consumer susceptibility to coupons in new grocery product introductions. *Journal of Advertising, 9,* (3) 31-45.

Thaler, R. (1985). Mental accounting and consumer choice. *Marketing Science, 4,* (3) 199-214.

Thissin, C. (1995). 100 Years and still counting. *Supermarket News, 45,* (12 June) 19.

Thompson, S. (1997). The scoop on coupons. *Brandweek, 38,* (11), 34.

Totten, J., & Block, M. (1994). *Analyzing sales promotion: text & cases: how to profit from the new power of promotion marketing.* Chicago: Dartnell Corp.

Treynor, J. (1999). The investment value of brand franchising. *Financial Analyst Journal, 2,* (55) 27-34.

U.S. Census Bureau: Tennessee Dept. of Labor & Workforce (2004). Retrieved July 25, 2006, from http://www.downtownknoxville.org/work/facts_figures_markets.cfm

Wiggle, P. (1991). Recessions, coupons and other minor irritations. *Nation's Restaurant News, 8,* 22.

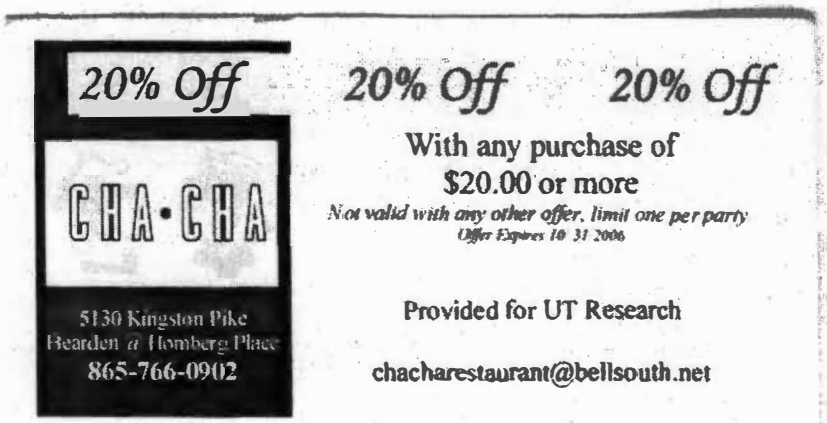
Wikipedia the free encyclopedia (2005). Retrieved December 18, 2005, from http://www.Wikipedia.org/

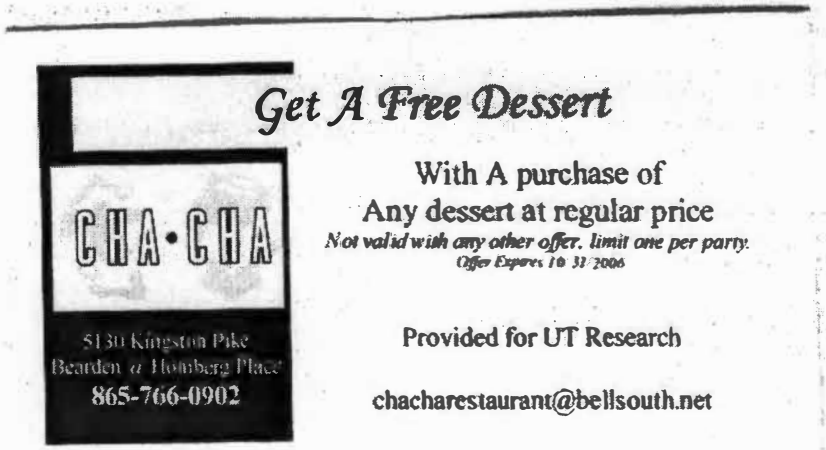
Winer, R. (1986). A reference price model of brand choice for frequently purchased products. *Journal of Consumer Research, 13,* (September) 250-256.

Zeithaml, V., Berry, L., & Parasuraman, A. (1995). The behavioral consequences of service quality. *Journal of Marketing, 60,* (April) 31-46.

Appendices

Appendix 1


20% Off
CHA·CHA
5130 Kingston Pike
Bearden @ Homberg Place
865-766-0902
20% Off 20% Off
With any purchase of
$20.00 or more
Not valid with any other offer, limit one per party
Offer Expires 10 31 2006
Provided for UT Research
chacharestaurant@bellsouth.net


Get A Free Dessert
CHA·CHA
5130 Kingston Pike
Bearden @ Homberg Place
865-766-0902
With A purchase of
Any dessert at regular price
Not valid with any other offer, limit one per party.
Offer Expires 10 31 2006
Provided for UT Research
chacharestaurant@bellsouth.net


$5 Off
CHA·CHA
5130 Kingston Pike
Bearden @ Homberg Place
865-766-0902
$5 Off $5 Off
With any purchase of
$20.00 or more
Not valid with any other offer, limit one per party.
Offer Expires 10 31 2006
Provided for UT Research
chacharestaurant@bellsouth.net

Appendix 2

UT

THE UNIVERSITY *of* TENNESSEE

Survey Questionnaire:
Restaurant Coupon Usage

Dear restaurant patrons,

I am a graduate student in the Consumer Services Management Dept. at the University of Tennessee of Knoxville. I am doing a college research project on the effectiveness of coupons on the consumer purchase decision in the restaurant industry. Thank you for your voluntary participation in filling out the following 5 to 10 minute survey. This survey will help researchers better understand the effect of coupons on the consumer purchase decision. You may decline to participate with out penalty. If you decide to participate, you may withdraw at anytime without penalty or loss of benefits to which you are entitled. If you wish to withdraw from the survey before data collection is complete, your data will be returned to you or destroyed. Return of the completed survey/questionnaire constitutes your consent to participate. All responses will be held in strictest confidence. Only a small group of individuals are being surveyed, so your response is very important. If you have any questions, please feel free to contact the Consumer Services Management Department at (865)974-3732. If you would like a copy of the finished project, one can be provided to you.

Thank you for your time,

Respectfully,

Donetta Poisson
Graduate student
University of Tennessee, Knoxville

Your participation is appreciated. and your response is very important This survey will help researchers better understand the effect of coupons on the consumer purchase decision.

Do you think restaurants should offer coupons? Yes No

Over the past six months have you used coupons when purchasing products or services? Yes No

Over the past six months have you used coupons at restaurants? Yes No

If so, on a scale of 1 to 5 with one being the least important and 5 being the most important, how important is it to you to be offered coupons?

(least) 1 2 3 4 5 (most)

If you received a coupon to try a new restaurant, would you use it? Yes No

Do you like to try new restaurants? Yes No

Do you take the time to clip coupons? Yes No

Which type of coupon/discounting do you find most beneficial:

Percentage off
Flat dollar amount off
Buy one, get one

When choosing between two restaurants that are comparable in terms of quality, service and price, how likely would you be to choose one over the other based on a promotion such as coupons and/or a special that is being offered? Please circle one:

Very likely
Somewhat likely
Not very likely
Not at all

If given the choice between trying a new restaurant or going to your old favorite restaurant, which would you choose? Please circle one:

New restaurant
Favorite restaurant

If given the choice between trying a new restaurant or going to your favorite restaurant and a *coupon* is present for the new restaurant, which would you choose? Please circle one:

New restaurant
Favorite restaurant

How likely are you to take advantage of promotions/coupons received through the:

mail?	Very likely	Somewhat likely	Not very likely	Not at all
internet?	Very likely	Somewhat likely	Not very likely	Not at all
newspaper?	Very likely	Somewhat likely	Not very likely	Not at all
Magazines?	Very likely	Somewhat likely	Not very likely	Not at all

Prior to the coupon used during this promotion, how many purchases had you made at the participating restaurant? (Circle the most correct).

Zero purchases one purchase multiple purchases

Why do companies offer promotions/coupons? (Circle the most correct)

To introduce a new products
To reward loyal guests
To steal away customers from their competitors
To make more money

Do you agree with the following statements: Restaurants offering coupons:

Will deliver an inferior product	Agree strongly	Agree somewhat	Disagree somewhat	Disagree strongly
Will shrink the size of the normal portion offered	Agree strongly	Agree somewhat	Disagree somewhat	Disagree strongly
Are in financial trouble	Agree strongly	Agree somewhat	Disagree somewhat	Disagree strongly

I eat out at restaurants because: Circle the most correct.

I enjoy the luxury of being taken care of
I don't have time to cook
Eating out costs me less than cooking at home
I hate to cook
Because I have no other choice

Which type of restaurants do you mainly visit? Circle the most correct.

Fast food
Casual dining
Buffet style
Fine dining

Please circle the most correct response:

Gender: Male female

Marital status: married single divorced separated widowed

Age: 18 –25 26 –35 36 --45 46 –55 56+

Race: Caucasian African-American Asian Hispanic other

Children living at home: Yes No

Do you work outside the home: Yes No

Individual annual income:

under $20,000 $20,001 -- $30,000 $30,001 -- $40,000 $40,001 -- $50,000

$50,001 -- $60,000 $60,001 -- $70,000 $70,001 +

Appendix 3

UT

THE UNIVERSITY *of* TENNESSEE

Survey Questionnaire:
Restaurant Coupon Usage

Dear restaurant patrons,

I am a graduate student in the Consumer Services Management Dept. at the University of Tennessee of Knoxville. I am doing a college research project on the effectiveness of coupons on the consumer purchase decision in the restaurant industry. Thank you for your voluntary participation in filling out the following 5 to 10 minute survey. This survey will help researchers better understand the effect of coupons on the consumer purchase decision. You may decline to participate with out penalty. If you decide to participate, you may withdraw at anytime without penalty or loss of benefits to which you are entitled. If you wish to withdraw from the survey before data collection is complete, your data will be returned to you or destroyed. Return of the completed survey/questionnaire constitutes your consent to participate. All responses will be held in strictest confidence. Only a small group of individuals are being surveyed, so your response is very important. If you have any questions, please feel free to contact the Consumer Services Management Department at (865)974-3732. If you would like a copy of the finished project, one can be provided to you.

Thank you for your time,

Respectfully,

Donetta Poisson
Graduate student
University of Tennessee, Knoxville

Your participation is appreciated. and your response is very important This survey will help researchers better understand the effect of coupons on the consumer purchase decision.

1. Do you think restaurants should offer coupons? Yes No

2. Over the past six months have you used coupons when purchasing products or services? Yes No

3. Over the past six months have you used coupons at restaurants? Yes No

4. If so, on a scale of 1 to 5 with one being the least important and 5 being the most important, how important is it to you to be offered coupons?

   i. (least) 1 2 3 4 5 (most)

5. If you received a coupon to try a new restaurant, would you use it? Yes No

6. Do you like to try new restaurants? Yes No

7. Do you take the time to clip coupons? Yes No

8. Which type of coupon/discounting do you find most beneficial:

   i. ___Percentage off (25% off a $20 purchase)
   ii. ___Flat dollar amount off ($5 off of $20 purchase)
   iii. ___Buy one, get one (Buy one $ 5 dessert get one $5 dessert free)

9. When choosing between two restaurants that are comparable in terms of quality, service and price, how likely would you be to choose one over the other based on a promotion such as coupons and/or a special that is being offered? Please circle one:
   i. ___Very likely
   ii. ___Somewhat likely
   iii. ___Not very likely
   iv. ___Not at all

10. If given the choice between trying a new restaurant or going to your old favorite restaurant, which would you choose? Please circle one:
    i. New restaurant
    ii. Favorite restaurant

11. If given the choice between trying a new restaurant or going to your favorite restaurant and a *coupon* is present for the new restaurant, which would you choose? Please circle one:
    i. New restaurant
    ii. Favorite restaurant

12. How likely are you to take advantage of promotions/coupons received through the:

Mail?	Very likely	Somewhat likely	Not very likely	Not at all
Internet?	Very likely	Somewhat likely	Not very likely	Not at all
Newspaper?	Very likely	Somewhat likely	Not very likely	Not at all
Magazines?	Very likely	Somewhat likely	Not very likely	Not at all

1. Why do companies offer promotions/coupons? (***Circle the most correct***)

   i. To introduce a new products
   ii. To reward loyal guests
   iii. To steal away customers from their competitors
   iv. To make more money

2. Do you agree with the following statements: Restaurants offering coupons:

Will deliver an inferior product	Agree strongly	Agree somewhat	Disagree somewhat	Disagree strongly
Will shrink the size of the normal portion offered	Agree strongly	Agree somewhat	Disagree somewhat	Disagree strongly
Are in financial trouble	Agree strongly	Agree somewhat	Disagree somewhat	Disagree strongly

1. I eat out at restaurants because: (***Circle the most correct***).

   i. I enjoy the luxury of being taken care of
   ii. I don't have time to cook
   iii. Eating out costs me less than cooking at home
   iv. I hate to cook
   v. Because I have no other choice

2. Which type of restaurants do you mainly visit? ***(Circle the most correct).***
   i. Fast food
   ii. Casual dining
   iii. Buffet style
   iv. Fine dining

Please circle the most correct response:

1. Gender: Male female
2. Marital status: married single divorced separated widowed
3. Age: 18 –25 26 –35 36 –45 46 –55 56+
4. Race: Caucasian African-American Asian Hispanic other
5. Children living at home: Yes No
6. Do you work outside the home: Yes No
7. Individual annual income:

   under $20,000 $20,001 -- $35,000 $35,001 -- $50,000 $50,001 -- 65,000
   $65,001 -- $80,000 $80,001 -- $95,000 $95,001 +

Appendix 4

UT

THE UNIVERSITY *of* TENNESSEE

Survey Questionnaire:
Restaurant Coupon Usage

Dear restaurant patrons,

I am a graduate student in the Consumer Services Management Dept. at the University of Tennessee of Knoxville. I am doing a college research project on the effectiveness of coupons on the consumer purchase decision in the restaurant industry. Thank you for your voluntary participation in filling out the following 5 to 10 minute survey. This survey will help researchers better understand the effect of coupons on the consumer purchase decision. You may decline to participate with out penalty. If you decide to participate, you may withdraw at anytime without penalty or loss of benefits to which you are entitled. If you wish to withdraw from the survey before data collection is complete, your data will be returned to you or destroyed. Return of the completed survey/questionnaire constitutes your consent to participate. All responses will be held in strictest confidence. Only a small group of individuals are being surveyed, so your response is very important. If you have any questions, please feel free to contact the Consumer Services Management Department at (865)974-3732. If you would like a copy of the finished project, one can be provided to you.

Thank you for your time,

Respectfully,

Donetta Poisson
Graduate student
University of Tennessee, Knoxville

Your participation is appreciated and your response is very important. This survey will help researchers better understand the effect of coupons on the consumer purchase decision.

1. Do you think restaurants should offer coupons? Yes ○ No ○

2. Over the past six months have you used coupons when purchasing products or services? Yes ○ No ○

3. Over the past six months have you used coupons at restaurants? Yes ○ No ○

4. How important is it to you to be offered coupons? **Please circle the number that best describes your response:**

Not important				**Very important**
1	**2**	**3**	**4**	**5**

5. If you received a coupon to try a new restaurant, would you use it? Yes ○ No ○

6. Do you like to try new restaurants? Yes ○ No ○

7. Do you take the time to clip coupons? Yes ○ No ○

8. Which type of coupon/discounting do you find most beneficial? **Please check <u>one</u>:**

_____Percentage off (25% off of a $20 purchase)

_____Flat dollar amount off ($5 off of a $20 purchase)

_____Buy one, get one (Buy one $5 dessert get one $5 dessert free)

9. When choosing between two restaurants that are comparable in terms of quality, service and price, how likely would you be to choose one over the other based on a promotion such as coupons and/or a special that is being offered? **Please circle the number that best describes your response:**

Not at all				**Very likely**
1	**2**	**3**	**4**	**5**

10. If given the choice between trying a new restaurant or going to your old favorite restaurant, which would you choose? **Please choose one:**

New restaurant ○ Favorite restaurant ○

11. If given the choice between trying a new restaurant or going to your favorite restaurant and a ***coupon*** is present for the new restaurant, which would you choose? **Please choose <u>one:</u>**

New restaurant ○ Favorite restaurant ○

12. How likely are you to take advantage of coupons received through the following? **Please circle one per category.**

Mail	Not at all	Not very likely	Neutral	Somewhat likely	Very likely
Internet	Not at all	Not very likely	Neutral	Somewhat likely	Very likely
Newspaper	Not at all	Not very likely	Neutral	Somewhat likely	Very likely
Magazines	Not at all	Not very likely	Neutral	Somewhat likely	Very likely

13. Do you agree with the following statement? Companies offer promotions/coupons: **Please circle one response per category.**

To introduce a new products	Disagree strongly	Disagree somewhat	Neutral	Agree somewhat	Agree strongly
To reward loyal guests	Disagree strongly	Disagree somewhat	Neutral	Agree somewhat	Agree strongly
To win new customers	Disagree strongly	Disagree somewhat	Neutral	Agree somewhat	Agree strongly
To increase profits	Disagree strongly	Disagree somewhat	Neutral	Agree somewhat	Agree strongly

14. Do you agree with the following statement? Restaurants offering coupons: **Please circle one response per category.**

Will deliver an inferior product	Disagree strongly	Disagree somewhat	Neutral	Agree somewhat	Agree strongly
Will shrink the size of the normal portion offered	Disagree strongly	Disagree somewhat	Neutral	Agree somewhat	Agree strongly
Are in financial trouble	Disagree strongly	Disagree somewhat	Neutral	Agree somewhat	Agree strongly

15. Do you agree with the following statement? I eat out at restaurants because: **Please circle one response per category.**

I enjoy the luxury of being taken care of	Disagree strongly	Disagree somewhat	Neutral	Agree somewhat	Agree strongly
I don't have time to cook	Disagree strongly	Disagree somewhat	Neutral	Agree somewhat	Agree strongly
Eating out costs me less than cooking at home	Disagree strongly	Disagree somewhat	Neutral	Agree somewhat	Agree strongly
I hate to cook	Disagree strongly	Disagree somewhat	Neutral	Agree somewhat	Agree strongly
Because I have no other choice	Disagree strongly	Disagree somewhat	Neutral	Agree somewhat	Agree strongly

16. How often do you visit each type of restaurants per week? **Circle the most correct.**

Fast food	0 to 1	2 to 3	4 to 5	6 to 7	8 or more
Casual dining	0 to 1	2 to 3	4 to 5	6 to 7	8 or more
Buffet style	0 to 1	2 to 3	4 to 5	6 to 7	8 or more
Fine dining	0 to 1	2 to 3	4 to 5	6 to 7	8 or more

18. Please answer the following question: Why do you use restaurant coupons?

_____
_____
_____
_____
_____

Please choose the most correct response:

19. Gender: male ○ female ○

20. Marital status: married ○ single ○ divorced ○ separated ○ widowed ○

21. Age: 18–25 ○ 26–35 ○ 36–45 ○ 46–55 ○ 56+ ○

22. Race: Caucasian ○ African-American ○ Asian ○ Hispanic ○ other ○

23. What is your occupation? _____

23. Children living at home: Yes ○ No ○

24. Do you work outside the home: Yes ○ No ○

25. What level of education have you completed: high school ○ some college ○ Associates degree ○

Bachelors degree ○ Masters degree ○ Doctorate degree ○ vocational training ○

26. Individual annual income:

under $20,000 ○ $20,001 -- $30,000 ○ $30,001 -- $40,000 ○ $40,001 -- $50,000 ○

$50,001 -- $60,000 ○ $60,001 -- $70,000 ○ $70,001 + ○

Appendix 5

Definition of Terms

Acquisition utility: represents the economic gain or loss from the transaction (Thaler, 1985).

Brand: representative of the product, company or service. Brands ideally reflect the company's quality or characteristic (http://www.wikipedia.com).

Brand franchise: is the process of brand recognition built up to the point of mass positive reaction in the marketplace (Treynor, 1999).

Full-service restaurant: Full-service restaurants are engaged in providing food services to guests who order from a menu and are served while seated by waiters or waitresses. Full-service restaurants may provide alcoholic beverages as well, depending on the establishment and style of restaurant (www.marketresearch.com).

Consumer behavior response: Consumer reaction to coupons based on financial and personal benefits (Fortin, 2000).

Consumer franchise activities: are those activities that help build brand preference and develop brand relationships with the customer. Prentice, 1987

Coupon: as defined by Kotler, Bowen and Maken (1996) is a printed certificate to be cut out and used to obtain a discount on specified merchandise.

Deal: is described as "an inducement such as a price reduction, free goods offer or other special offerings made to redirect consumers and is generally for a specified, limited time" (http://www.marketingpower.com).

Deal prone consumers: are characterized as "basing their decision to purchase on whether or not a particular product is being sold under some sort of deal construct" (http://www.marketingpower.com).

Hedonic: is characterized by pleasure and a feeling of being festive (Scarpi, 2005).

Internal reference price: "an internal cognitive representation of a fair price against which to compare future prices" (Winer, 1986).

Market maven: a consumer who is knowledgeable and has up to date information about products, places to shop and different markets (Laroche, Pons, Zgolli, Cervellon, & Kim, 2003).

Non-consumer franchise building activities: accelerate action by the consumer but do not register the brand's quality or characteristics in the consumer's mind (Prentice, 1987).

Price knowledge: "the internal reference prices stored in a customer's long-term memory" (Dickson & Sawyer, 1990).

Purchase: items bought in the present (Thaler, 1985).

Repurchase: items that were purchased are bought again in the future (Thaler, 1985).

Sales promotions: are non-personal promotional efforts that are designed to have a direct influence on sales. Sales promotion is media and non-media marketing used for a pre-determined time to raise consumer demand, encourage market demand or expand product availability (Kotler, Bowen, & Maken, 1996).

Smart shopper: characterized as having the tendency to invest time and effort in seeking and utilizing promotion-related information in order to achieve price savings (Mano & Elliott, 1997).

Trial sales: are referred to as those purchases that are first time purchases and a way to test new products (Fader & Hardie, 2003; Fader, Hardie, & Wisniewski, 1998).

Utilitarian: is pertaining to a task related feeling and more important than luxury (Scarpi, 2005).

Value-price: tactic involves eliminating the paper coupon and presenting direct savings on the shelves of the retail store (Narisetti, 1997).

Vita

Donetta Kay Cummings Poisson was born in Evansville, Indiana on December 15, 1956. She was raised in a military family and traveled most of her life. She graduated from McNairy Central High School in 1975. From there she joined the Air Force and soon after married. Family took precedence, however in 1997 she returned to school and completed her Bachelor of Science degree in Hospitality Administration in 1999. She attended Georgia State University, Atlanta where she received honors and held the position of Vice President for the department's chapter of Eta Sigma Delta Honor Society,

She has been in food service or customer service positions for over 30 years. She has held positions such as ticket agent and flight attendant for two major airlines, restaurant server, hostess, banquet server, bar-tender, trainer, and manager. Her certitude in returning to college was pivotal to a decision to change career paths and pursue academia.

She is a member of Kappa Omicron Nu Honor Society and maintains a 3.80 GPA. She has been invited to four refereed proceedings, She has been published in four publications. Donetta is currently pursuing her master in consumer sciences and has been accepted into the doctoral program with an emphasis in Human Ecology.

1422 5103 27
02/20/06 VA IHGroup