

A Study on Discount Coupons with Expiry Notification System

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Abstract

We all of us are living in a digital world. Everything around us is digitalized and use of digital devices is very common. In this research work, we are going to focus on E-coupons. E-commerce businesses are booming day by day and capturing most of the market, as they provide more facilities as compared to traditional market. These E-commerce websites like Flipkart, Amazon etc., also provide E-Coupons to attract people to make more and more purchases. Most of these coupons get expired as owners are not interested to buy hence it leads to wastage of E-coupons. Whereas many people want to buy but they do not have E-coupons to get the discounted price. This leads to money and E-coupons wastage from both sides, sellers and buyers. Cpay can solve this issue by providing a platform where a user can buy and sell the coupons anytime from anywhere.

Keywords: Coupons expiry, notification system, reminders, coupons tracking, payments, accurate information, timely information, Cpay

INTRODUCTION

Due to popularity of social media and digitalization, it has become a trend for businesses to use it to promote their brands and products online rather than printed; and electronic coupons (e-coupons) are one of the most important marketing methods. E-coupons can be used to attract consumers, increase product visibility, and encourage repeating buyers and sellers.

Due to the cross-spatial nature of connecting with communication broadness, and precise targeting features such as portability, e-coupons are considered to have great value.

Except for the more advanced computerised phone reminder systems, reminder systems have been in use for many years and are difficult to set up or use. Reminder systems can operate through a number of coupon-prompting mechanisms, such as phone calls (by computer, coupon portals, or through centralised programmes), letters, postcards, and e-mail. In spite of the fact that all reminder systems work, telephone reminders have been found to be the most successful and most expensive of the systems when compared to postcard and letter reminders [1].

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SMS, or short message service, is a crucial and practical feature offered by mobile phones. Due to its simplicity of use and ability to operate at low cost, it is available in all types of mobile phones. SMS enables users to express themselves through combinations of alphanumeric symbols, with a maximum of 160 characters per SMS message, allowing for nonverbal communication. SMS is now widely used because it is a cheap, quick, and effective way to connect people across any distance.

The coupon is an effective marketing tool for merchants; to conduct price and value promotions, coupons are often considered a win-win application. It can effectively attract price worthy consumers, increase product visibility and to encourage them to make repeat purchases. E-coupon is one important marketing instrument specific for B2C E-Commerce. In order to increase the exchange rate of E-Coupons and reduce marketing value, it is important to relocate customers who have received e-coupons and have a higher redemption tendency, through various e-media, and disseminated and used on main social media websites. E-coupons' format includes such as cash-vouchers, experience-vouchers, gift-vouchers, discount-vouchers, special-coupons, redemption-vouchers, and shopping red envelopes. In short, coupons, a mainstay of marketing for decades, but their short- and long-run effects on sales are still not understood fully, which leads authors of this system study for further deep exploration on its impacts [2].

STUDY ON E-COUPONS USERS

This study is conducted in a simple sampling method. A total of 210 questionnaires asked and were distributed in Guangzhou of China and in which 200 were valid questionnaires, and the effective response rate was 95%. There are many universities situated in Guangzhou Province in China. But respondents are mostly college and school students. The range and scope of user sharing e-coupons are connected with family relationships, which cover all parts of the country. The detailed info and sample structure is shown in Figure 1.

Items		E-coupon users	
		Number of people	%
Gender	Male	80	40%
	Female	120	60%
Age	Age 18 years and below	26	13%
	19–24 years old	167	83.50%
	25–34 years old	5	2.50%
	35–44 years old	–	–
	45 years old and above	2	1%
Educational level	Technical secondary school/senior high school and below	1	0.50%
	College/Undergraduate	196	98%
	Postgraduate and above	3	1.50%
The monthly disposable amount (RMB)	1,000 RMB and below	27	13.50%
	1,001–2,000	149	74.50%
	2,001–3,000	19	9.50%
	3,001 and above	5	2.50%
Daily average online time	2 h and below	6	3%
	2–4 h	40	20%
	4–6 h	70	35%
	6–8 h	57	28.50%
	More than 8 h	27	13.50%
Average number of e-coupons used per month	0 times	21	10.50%
	1–2 times	78	39%
	3–4 times	50	25%
	5–6 times	21	10.50%
	7 times and above	30	15%

Figure 1. Describes coupons' details.

Although we have various means to share and use e-coupons but still we do not have a single common platform where we can get the coupons easily.

Hence in this research we are proposing a model that can solve the issue; we named it Cpay. It was developed using MERN technology (MongoDB, Express, React, Nodejs) [3].

Cpay Application

Cpay project is an idea about the COUPONS that are been offered by various companies for their products, services, etc. to be sold in more quantity, on which they discount their products prices.

The idea here is to provide users a platform to sell and buy coupons belonging from different domains like foods, utensils, clothing, sports, bank, etc. So, to make this a reality, the developers have come with this project 'Cpay' with very attractive moto "Coupons for Everything". So, to achieve our goal, we thought of E-commerce web-application, as in today's modern world, with ease of internet, E-commerce field is expanding day-by-day and already E-commerce has captured most of the market by big players like, Flipkart, Amazon, Myntra, Zomato, etc. [4].

As mentioned above, these big players come with lots of different new products very frequently and to attract customers, they provide lots of coupons. So, we decided to target these coupons for our business and to help the needy customers to get the deal at discount prices. So, for better user experience we decided to create single-page web application which is fast and reliable using modern framework React, NO SQL database mongo DB which is fast, reliable, safe and easy to use with node JS as development environment along with JavaScript as major development language and html, and CSS (stylesheet) as scripting language [5].

OBJECTIVE OF PROJECT

The objective of the project is to provide/create platform (e-commerce web application: Cpay) for the buyers and the sellers to sell and buy discount coupons to avoid coupons wastage and to provide the needed products at discounted price; to help users to get benefits from each other and have a common platform for the share their personal coupons and add up benefits within themselves.

SCOPE OF PROJECT

Scope of the project seems bright. Cpay application will help both the big company and the consumer, as this project will allow them to attract customers for different brands and also the consumers will be able to consume products at discounted/low prices.

New feature can be added to make Cpay web application to be more user friendly in future. We can give user the freedom to even upload the coupons (e.g., Honey website) for sale without going through admin (Figure 2) [6].

This will also help the common consumers/users to sell the coupons (e.g., Coupon Dunia) and earn the profit with very less efforts. This project has potential to become marketing hub for different/multiple big products-based brands as well as good advertisement launching pad for startups (Figure 3).

DISADVANTAGES OF EXISTING SYSTEM

The existing systems are not well established and properly handled and do not guarantee the coupons and only the System Admins can upload these coupons that they get from many sources like family, company or if any tie up has been made, etc. Hence there is very less choice for the consumers to choose from as well there is no proper infrastructure/platform to allow the common users to sell the coupons that they do not need without wasting them [7].



Figure 2. Honey application.



Figure 3. Coupon Dunia application.

PROPOSED SYSTEM

Cpay provides a system that can be used by only verified users and these users are the ones who are selling the coupons online; so, there are less chances of scams while buying the coupons and the user gets to choose which coupon he needs to buy according to price related coupons offered on the site [8].

Even a company can register with the site and upload their coupons on this platform.

The main motive of these project is to make coupons available to all via selling or buying features of the coupons from the site [9].

ANALYSIS

Running model-driven applications on a CPU that has less than the recommended requirements may result in inadequate performance. Acceptable performance can be experienced from running systems that use a different hardware configuration than published; for example, a system with a modern quad-cores processors, lower clock speed, and more RAM or ROM [10].

Network Requirements

Model-driven applications are designed to work better over networks that consists of the following elements:

- Bandwidth more than 50 kbps.
- Latency should be under 150 ms.
- *Software Requirements:*
- The web-Application can start/run on the following web browsers running on the specified operating systems:
- Microsoft Edge (latest publicly released version) running on Windows 11, Windows 10, Windows 8.1, and Windows 7.
- Mozilla Firefox (latest publicly released version) running on Windows 11, Windows 10, Windows 8.1, and Windows 7.
- Google Chrome: Google Chrome (latest publicly released version) running on Windows 11, Windows 10, and Windows 8.1.
- Apple Safari running on the latest public release Mac OS versions.

RESULTS

The results show that the proposed method provides a security while user performance included in using the website and apps. The process keeps user payment identification secure, fully secure coupon code sharing, and block chain security. The brand name and uploaded graphics are recognised in the coupons and are listed in more categories as a result. Coupons and discounts are a popular form of price promotion used by businesses to attract and retain customers. Research has shown that coupons can increase sales and customer loyalty, as well as generate valuable data on customer purchasing behaviour. However, there are also potential drawbacks in using coupons, such as the cost of distributing them and the possibility of attracting price-sensitive customers at the expense of more valuable, and loyal customers.

CONCLUSION

1. Research on sharing coupons has shown that coupons shared by friends and family have a higher redemption rate than those obtained through other means, such as direct mail or newspaper inserts. This is likely due to the added social proof and recommendation provided by a personal referral.
2. Additionally, research has shown that the use of social media and mobile technology has increased the ease and effectiveness of coupon sharing, as individuals can easily share digital coupons with their networks.
3. However, this does not mean that companies should neglect other forms of coupon distribution, such as newspapers or direct mail, as they can still reach a significant number of customers. A multichannel approach that leverages the strengths of each distribution channel is likely to be the most effective.
4. Moreover, research also indicates that the sharing of coupons can increase brand loyalty and purchase intention, as people tend to trust the recommendations of their friends and family.
5. On the other hand, research also shows that sharing coupons can lead to a decline in the perceived value of the product among customers and may also lead to an increase in price sensitivity among customers.
6. Overall, research suggests that companies should carefully consider the potential benefits and drawbacks of coupon sharing before implementing a sharing strategy.

7. Cpay project will be taking the user's rewards/coupons and then these users can sell these coupons online so that if they do not need any offers of that coupon, so they can sell it online and gets price of the coupon or buy other things.

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