

Determinants of Consumer Intention for Mobile Coupon Redemption

Eunju Yoon¹, Hyunjoo Im¹, and Young Ha²¹ University of Minnesota-Twin Cities, Saint Paul, Minnesota, USA² California State University, Long Beach, California, USA

Keywords: M-coupon, perceived costs/benefits, attitude, intention

Introduction

Advances in mobile technology have made a remarkable contribution to the mobile commerce channel. Particularly, mobile coupon (m-coupon) promotions became a very attractive marketing tool. However, what drives m-coupon users to use m-coupons and what individual characteristics determine the evaluative process need more investigation. The purpose of this online survey study was to examine (1) the antecedents of the US consumers' intention to use m-coupons based in Theory of Reasoned Action (TRA), and (2) whether individual characteristic (i.e., involvement) moderates the effects of determinants.

Literature Review and Hypotheses Previous literature has noted that consumer attitudes toward using coupons are determined by the perceived costs and benefits (Mittal, 1994). Based on the Theory of Reasoned Action (Fishbein & Ajzen, 1975), this study conceptualized that consumers' intention to use m-coupons is driven by attitude and subjective norm regarding using m-coupon, and attitude is determined by beliefs. In coupon consumption, beliefs regarding monetary benefits (e.g., coupon discounts) and nonmonetary benefits (e.g., enjoyment) positively affect consumer evaluations of coupon (e.g., Mittal, 1994). Particularly, the focus of this study is the beliefs of nonmonetary benefits and it was hypothesized that perceived enjoyment (H1a) and perceived shopping efficiency (H1b) will be positively related to attitude towards m-coupons. Redemption effort (Dickinger & Kleijnen, 2008) and fearful feelings for providing personal information, beliefs about costs in using m-coupon, are likely to influence consumer attitude of using m-coupon. Thus, it is predicted that consumer attitude will be positively related to ease of redemption (H1c) and negatively related to perceived risk of providing personal information (H1d). In turn, consumer attitude will be positively related to m-coupon usage intention (H2) as TRA posits a positive relationship between attitude and behavior. Subjective norm, a psychological pressure that individuals perceive from the significant peers, played a significant role in predicting consumers' intentions to use coupons (Shimp & Kavas, 1984). Therefore, it is proposed that subjective norm will be positively related to intention to use m-coupons (H3). Additionally, mobile phone involvement, an individual's cognitive and behavioral attachment with their mobile phone (Walsh, White, & Young, 2010), was considered as a moderator because the previous literature suggested that involvement influences how individuals perceive product/service attributes. Therefore, it is posited that mobile phone involvement will moderate the relationships between beliefs about m-coupons and consumer attitude towards m-coupons (H4).

Methodology A random sample of US national consumers was recruited from an online consumer panel. A total of 587 usable samples were successfully collected. Respondents filled

out an online questionnaire with questions on mobile coupon usage, perceptions regarding mobile coupons, attitude, involvement, subjective norm, intention to use m-coupons, and demographics. All measurements were adopted from previous studies and found to be reliable (Cronbach's α ranges from .897 to .963).

Results and Discussion

Multiple regression analyses were performed to test hypotheses. Results showed that all hypotheses were statistically significant. As hypothesized, perceived enjoyment (H1a: $\beta = .324$, $p < .001$) and perceived shopping efficiency (H1b: $\beta = .224$, $p < .001$) positively influenced attitude towards m-coupons. Perceived ease of redemption (H1c: $\beta = .245$, $p < .001$) and perceived risk (H1d: $\beta = -.191$, $p < .001$) also predicted attitude. Thus, all proposed belief antecedents were related to attitude towards m-coupons in the predicted direction. Particularly, it is noteworthy that perceived enjoyment presented the largest absolute β value, indicating its importance in predicting attitude toward using m-coupons. The results suggest that providing entertaining interface of m-couponing environment with minimized potential risk for coupon redemption will be a pivotal marketing strategy to increase consumer attitude towards m-coupons. Both attitude ($\beta = .450$, $p < .001$) and subjective norm ($\beta = .418$, $p < .001$) were positively related to intention to use m-coupons, providing support for H2 and H3. The results support that psychological pressures that consumers perceive from others (e.g., family or friends) influence their intention to use m-coupons. In order to test the moderating effects between consumer perceptions of m-coupons and their attitude, interaction terms (involvement and belief variables) were added. The results confirmed significant moderating effects of mobile phone involvement. All four belief influences were qualified by involvement (interaction terms $\beta = -.284 \sim .446$, $p < .01$). Therefore, H4 was supported. Another important finding was the mediating effect of consumer attitude between evaluations of m-coupon and intention to redeem. Except for the perceived risk, Sobel test indicated that attitude mediated all relationships between intention and perceived enjoyment ($z = 5.92$, $p < .001$), shopping efficiency ($z = 4.34$, $p < .001$), and ease of redemption ($z = 4.66$, $p < .001$). In sum, results suggest that a pleasant m-coupon redemption experience (e.g., interface design) with a visual commitment for user privacy protection will contribute to consumers' positive attitude, which in turn, will increase m-coupon usage.

References

- Dickinger, A., & Kleijnen, M. (2008). Coupons going wireless: Determinants of consumer intentions to redeem mobile coupons. *Journal of Interactive Marketing*, 22(3), 23-39.
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Mittal, B. (1994). An integrated framework for relating diverse consumer characteristics to supermarket coupon redemption. *Journal of Marketing Research*, 31(4), 533-544.
- Shimp, T.A., & Kavas, A. (1984). The theory of reasoned action applied to coupon usage. *Journal of Consumer Research*, 11, 795-809.
- Walsh, S. P., White, K. M., & Young, R. M. (2010). Needing to connect: The impact of self and others on young peoples' involvement with their mobile phone. *Australian Journal of Psychology*, 62, 194-203.