

The Impact of Online Coupons on Fan Retention
Within an Interuniversity Sporting Environment

By

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Abstract

The Internet and social media have transformed coupon distribution and use. Online coupons, or ecommerce Deal-of-the-Day (DOD) sales offering products and services at discount prices, have become increasingly popular as a promotional tool for sports organizations looking to increase attendance and event revenue. Although this trend has steadily grown, the impact of online DOD coupons on new consumers' purchase intentions and purchase behaviours, as well as their repurchase intentions at full price is unclear. Applying Icek Ajzen's Theory of Planned Behaviour as a framework, this study aims to understand the use and the impact of online DOD coupons for university sporting events. Using content analysis, the attendance rate from an event offering discounted tickets through Groupon.ca will be examined. A survey will be used to determine whether new fans were generated through the use of online coupons, and to assess the future intentions of whether or not fans would continue to attend events without the use of a coupon. Findings from this study will help to inform university sports organizations about pricing and promotion efficiency, strategy, market segmentation, and branding.

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Introduction

Problem Statement & Purpose of Study

Advancements in technology have led to new and creative ways for organizations to market their products and services. The use of information technology, such as the Internet, and the creation of new communication tools, websites, and software, has provided the means to store, retrieve, manipulate and transmit information both freely and quickly. Additionally, the advancement in mobile technology has resulted in portable, wireless, and location-specific communication (Shankar & Balasubramanian, 2009). This convenience has led to the expanded adoption of technology, creating a digital world that is allowing organizations to effectively attract and maintain connections with consumers. One particular area that has seen substantial growth and popularity is that of online digital coupons. The traditional coupon in a printed form has existed since the late 1800s, where it was used “to carry out product sales and promotion, to attract consumers and boost consumers’ desire to switch brands and maintain repeat business” (Hsu, Wang, & Wen, 2006, p. 310). Although coupons are known to come in many different forms, they can still generally be defined as a “certificate that entitles a consumer to some sort of offer to buy a product or service” (Jung & Lee, 2010, p. 24). This concept of a coupon in today’s market still holds true; however, in addition to the printed coupon there are now electronic coupons that can be disseminated via the Internet and mobile phones.

The rapid development and expansion of mobile media “transcend[s] traditional communication and support one-to-one, many-to-many and mass communication” (Scharl, Dickinger, & Murphy, 2005, p.159). This results in increased consumer interaction with electronic coupons and a potential increase in coupon effectiveness (Dholakia, 2010). The latest trend in the online coupon industry is the use of online middleman services, where organizations are able to target consumers with highly customized offers or “Deal-of-the-Day” opportunities for locally available products and services. This has become

popular with many organizations, including spas, travel agencies, and more recently, sport organizations, such as interuniversity athletics programs. Facing increased challenges of generating more revenue to offset operational costs and budget cuts, interuniversity athletics programs are attempting to use online Deal-of-the-Day (DOD) services and their discounts as a promotional sales tool to draw in new customers and increase event attendance at sporting events. This service has the potential to stimulate both short and long term financial gain. Immediate revenue would be resulting from the initial purchase itself and the enduring financial gain achieved by having new consumers become loyal supporters, who frequently and regularly attend events.

Preliminary studies (Dholakia, 2010; Edelman, Jaffe, & Kominers, 2010) have provided conflicting evidence about the impact of online DOD coupons on businesses. One side suggests that the use of online coupons can positively affect businesses, resulting in more consumers and increased revenue. The other side views DOD coupons as being detrimental to businesses, suggesting that a company's brand and product value could be damaged, leading to a long term decline in consumers and revenue. Overall, there has been limited research using theoretical frameworks to explain the behaviour of consumers when presented with coupons for leisure. The purpose of this paper is to further examine what impact online DOD coupons have on new consumers' purchase intentions, purchase behaviours, and future intentions to repurchase at full price. Using Icek Ajzen's (1985, 1987) Theory of Planned Behaviour, the study will seek to explain the relationship between attitudes, subjective norms, and perceived behavioural control as it relates to an individual's intention to purchase a DOD coupon for an interuniversity athletics sporting event, and the future intentions to repurchase and attend thereafter. The study will explore the buying behaviour of consumers with a particular focus on the factors that affect purchase and repurchase intentions. Through analysis, the key factors that affect mobile coupon consumption, redemption, and long term loyalty can be understood better, providing additional

knowledge for sport and leisure organizations interested in increasing spectator attendance and event revenue.

Deal of the Day - Online Services

The traditional form of the coupon has changed with new technological innovations. With the rise of the Internet came the advent of online digital coupons. This sparked the creation of DOD websites that house online coupons for products and services where they can be displayed, distributed, and sold at low prices. Due to the ease of use and attractive discounts, many consumers regularly follow and become members of DOD websites. When a deal or discounted offer for a product or service becomes available on a DOD website, hundreds to thousands of subscribed members are able to view and purchase it in advance. It is this already captured consumer market to whom coupon offers can be instantly exposed that has led to the popularity in DOD websites among businesses. These websites act as an intermediary, negotiating deals with local merchants and promising to deliver crowds in exchange for discounts and a percentage of the revenue made from each deal sold to consumers. One of the best known and most popular DOD websites is Groupon.ca. Launched in November of 2008 in Chicago, Groupon quickly became one of the largest and fastest-growing companies in the world, amassing over 550 markets in thousands of cities (Hughes & Beukes, 2012). Groupon and the technology that it is built upon helped to change the state of coupon distribution and use in the marketplace, providing an online social commerce platform that connects local businesses with customers.

A DOD website is an online tool that affords companies and organizations a potential new market where they can promote and sell their products. Utilizing networked communication tools such as e-mails to customers' databases, real simple syndication (RSS), and various social media tools, daily deal websites have the ability to reach and update consumers daily with new coupon offers. In most instances, the offers provided contain significant discounts, resulting in substantial savings for

consumers (Sigala, 2013). It is through the use of online services, such as daily deal websites, that coupons can now “be carried around, and can encourage discussion topics, to achieve ‘immediate’, ‘massive’, and ‘effective’ information transmission” (Hsu et al., 2006, p. 312); all of which are elements key in driving business within an organization.

Online coupons possess many of the same characteristics as traditional coupons, but are unique in that they can now be offered in innovative ways through the use of the interactive and social networking capabilities that the Internet affords. These include mobile smart phone applications and software tools like Twitter, Facebook, and Instagram. Using these applications, consumers are able to “actively interact with and become the marketers and distributors of online coupons” (Sigala, 2013, p. 168). Due to the fluidity and mobility of the Internet, consumers have increased access and ease of use to coupons and no longer have to deal with the hassle of physically finding, cutting-out and collecting coupons. Organizations also stand to benefit, as they now have the ability to “easily control and monitor the time, place, and quantity availability of their coupons, which in turn facilitates the management of their operations and the achievement of the coupons’ goals” (p. 166). Daily deal websites are hard to ignore these days due to their increasing popularity. Nevertheless, consumer buying behavior, both in the short and long term, will determine whether sport and leisure organizations, such as interuniversity athletics programs, should utilize them.

This study will seek to explore and adapt the constructs from the Theory of Planned Behaviour (TPB) (Ajzen, 1985, 1987) to provide a framework for elucidating the factors associated with initial coupon use intent, coupon purchase and use, and subsequent future repurchase intentions without a discount. These variables include perceived benefits of utilizing a mobile coupon, social influence, barriers to mobile coupon use, past experience and satisfaction. The information gathered will inform interuniversity athletic programs about the ability of online coupons to generate new fans, and whether this means of promotion constitutes an effective marketing strategy. Furthermore, a closer examination

into online mobile coupons will provide increased knowledge in the areas of pricing, promotions efficiency, strategy, market segmentation, and branding; all key elements in the attraction and retention of a consumer fan base.

Literature Review and Theoretical Framework

Theory of Planned Behaviour

The dynamics involved in the accumulation and organization of information that predisposes an individual to act or behave in a positive or negative way towards a particular object or event has been of great interest to researchers and psychologists. This section will serve to provide an overview of Ajzen's (1985, 1987, 1991) Theory of Planned Behaviour (TPB), and its origins in the Theory of Reasoned Action and Expectancy-value Theory. Insight into the evolution of the TPB will provide a basis for the theoretical constructs and variables used in the study, as well as an understanding of why these variables were chosen.

Information-integration theorist, Martin Fishbein, was one of the first to investigate how a person's attitudes or the "accumulation of information about an object, person, situation, or experience" (Littlejohn & Foss, 2011, p. 91) can affect their actions or behaviour towards an object or event. Fishbein developed the Expectancy-Value Theory model of attitude-behaviour relationships, such that behaviour, or a variety of behaviours, can be successfully predicted based on the attitudes of the individual (Conner & Armitage, 1998). The predictors of behavioural intentions are attitudes that predispose one to act in a positive or negative way. These work in conjunction with subjective norms that generate a "perceived social pressure to perform or not to perform the behaviour" in question (Ajzen, 1991, p. 188), providing an individual with intrinsic motivation to behave in a certain manner. Both intentions and the predictors of intentions have determinants. These are the beliefs

individuals hold regarding an object, person, situation, or experience. Often known as the indirect factors of intentions, these determinants, or individual beliefs, are the initial building blocks of what comes to form the attitudes and subjective norms associated with intentions. A generally negative attitude towards smoking cigarettes, for example, would generate beliefs and/or reflections about healthy lifestyles, health care, and even taxes. A set of beliefs creates a particular set of attitudes about smoking cigarettes, which would predispose a person to either support or oppose the behaviour of smoking. Similarly, a person's attitude about attending interuniversity sporting events would likely produce a set of beliefs about athletic competition, funding, and entertainment value. These beliefs when taken together and combined with social pressures, formalize a set of attitudes about interuniversity sport, which would assist in guiding a person's behaviour to attend or forego an interuniversity sporting event. Hence, individual behaviour is a function of an individual's attitude toward that behaviour.

Extension of the Expectancy-Value Theory resulted in the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980). This theory postulates that the determining elements related to the cognitive process by which an individual decides on and commits to a particular course of action is influenced by one's intention to engage in that behaviour. In this context, an individual considers the implications of the behaviour before taking action. Both subjective norms and attitudes toward a behaviour influence intention, which directly influences behaviour. Within this framework, "an individual's belief about the consequences of certain actions shape his/her attitude towards the actions" (Barat, 2007, p. 32). An individual's intention to perform an action is therefore influenced by their attitudes about that action, which in turn influences their behaviour. This perspective suggests that a consumer's intention to use a product or service is determined by their attitudes and perceptions about that product or service. Furthermore, it incorporates an individual's perception about how others feel and view the behaviour in question; that is, the subjective norms that individuals face when considering the use of a product or

service. If a product or service is seen as positive and useful by others, it is likely that an individual will consider using it, providing they also have a positive attitude about the product or service, as attitudes and subjective norms are the predictors of behavioural intention. However, in suggesting that behaviour is solely under the control of intention, the TRA is not all encompassing, as it restricts itself to volitional behaviours. Behaviours not under a person's control due to a lack of skills, resources, or opportunities are not well predicted by TRA (Connor & Armitage, 1998).

The TRA is represented in Figure 1 shown below:

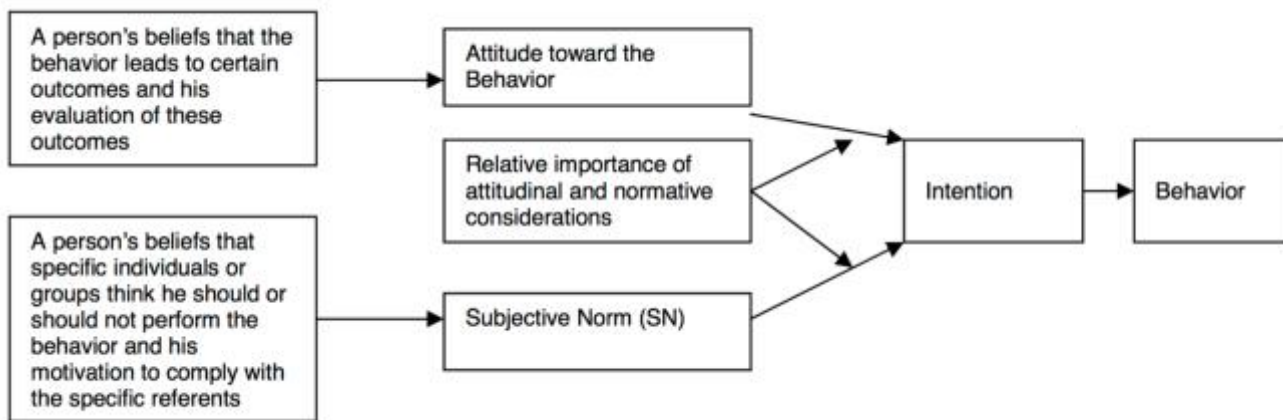


Figure 1: The Theory of Reasoned Action

Source: Ajzen, I. & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Englewood Cliffs, NJ: Prentice-Hall.

The theory also excludes a number of other factors, including personality characteristics, such as authoritarianism or introversion, demographic variables, such as age and gender, and social status. While Ajzen and Fishbein (1980) recognized the importance of these factors, they considered them to be external variables. Ajzen (1987), however, contested that situational variables such as time, age, and personality can influence an individual's behavioural intentions, providing they have an impact on the underlying beliefs that determine personal normative beliefs, social normative beliefs, or the attitude towards behaviour in a given situation.

According to Ajzen and Fishbein (1980), the Theory of Planned Behaviour (TPB) is an extension of the TRA and helps to predict behaviour with greater accuracy than previous models. Unlike the TRA, which is only used for behaviours under a person's control, the TPB considers volitional control as a variable. It views behaviour as a function of behavioural intentions and an individual's perception of the degree to which enacting the behaviour is easy or difficult. Perceived behavioural control, or an individual's beliefs on whether or not the necessary resources and opportunities exist in order to engage and perform the behaviour successfully, is a third predictor of intentions (Ajzen, 1991).

Ajzen's (1988) Theory of Planned Behaviour suggests that behavioural intention (BI) is derived from an individual's attitude towards the behaviour (AAct), subjective norms (SN), and perceived behavioural control (PBC). Attitude towards the behaviour is a function of how strongly an individual believes that a certain action will lead to a specific outcome, whether favourable or unfavourable. Subjective norms are the perceived pressures to perform or not to perform a behaviour from other key or important individuals in a person's life. Perceived behavioural control refers to people's perception of whether or not they can perform a particular behaviour and the degree of difficulty required to perform it. This theory can be expressed using the following formula:

$$\text{AAct} + \text{SN} + \text{PBC} = \text{BI}$$

In this model, salient beliefs are considered to be antecedents to an individual's AAAct, SN, and PBC as noted in Ajzen's (1991) own writings:

Theoretically, personal evaluation of a behaviour (attitude), socially expected mode of conduct (subjective norm) and self-efficacy with respect to behaviour (perceived behavioural control) are very different concepts each of which has an important place in social and behavioural research (p. 199).

Instead of combining all the beliefs together, Ajzen's separates them with behavioural beliefs leading to AAct, normative beliefs leading to SN, and control beliefs leading to PBC. Behavioural beliefs connect the behaviour of interest with the expected outcomes and provide a probability that a behaviour will elicit a particular outcome. Normative beliefs link with the behaviour of interest in a similar fashion but it is based on the normative belief strength and the individual's motivation to comply. Control beliefs are based on the perceived presence of factors that have the potential to facilitate or hamper the performance of a behaviour (Ajzen, 2006).

The TPB can be represented in a visual model. Ajzen (1991) illustrates the theory as shown in Figure 2.

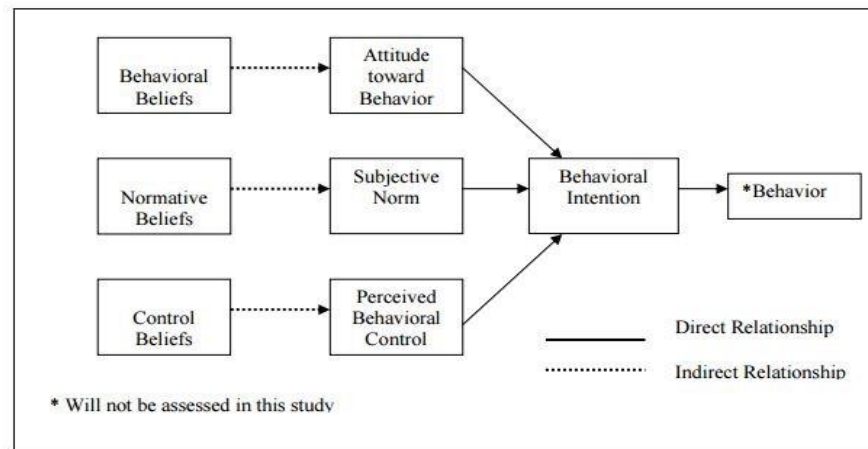


Figure 2: Theory of Planned Behaviour
 Source: Ajzen,(1991b.)Theory of Planned Behaviour

Conner and Armitage (1998), noted that both the TPB and the TRA were “designed to provide parsimonious explanations of informational and motivational influences on behaviour ... as both can be considered as deliberative processing models, as they imply that individuals make behavioural decisions based on careful consideration of available information” (p.1430). As a general rule, the strength of a person's intention to perform a particular behaviour is determined by the favourability level of the

attitude and the level of perceived control towards the behaviour. The TPB is a model that describes how the various processes associated with attitudes and beliefs determine behaviour. Initial presentations of the TPB suggested that “PBC and intentions would interact in their predictions of behaviour such that intentions would become stronger predictors of behaviour as PBC increased” (p.1431). Increased opportunities and greater access to resources can enhance an individual’s PBC. When combined with an individual’s intentions, this heightened PBC increases the likelihood of performing a specific behaviour. This link between intentions and behaviours is commonly seen, as people tend to only engage in actions that they intend to perform. For example, a person will likely purchase an online discounted ticket to a sporting event if they have intentions of attending the event in the first place. Having the technological knowledge to buy an online ticket and the financial ability to afford the ticket increases an individual’s PBC and likelihood to purchase. This association suggests that the more control an individual has over behaviours that they find desirable or favourable, the greater the chance they will engage in that behaviour compared to behaviours of which they have less control.

Ajzen and Madden (1986) successfully applied the TPB to predict students’ decisions about attending class and attaining good grades. Research conducted by Madden, Ellen, and Ajzen (1992) compared the TPB with the TRA based on 10 behaviours representing different controls over performing the behaviour. Results from the study indicated that the inclusion of perceived behavioural control enhances the prediction of behavioural intention and behaviour. In a study conducted by Ajzen and Driver (1992), the use of TPB was applied to leisure intentions and behaviour. Consistent with the TPB, attitudes, subjective norms, and perceived behavioural control predicted intentions to engage in recreational activities. The combination of intentions and perceived behavioural control had a strong correlation with leisure behaviour. Kang, Hahn, Fortin, Hyun, & Eom, (2006) developed and estimated models of coupon-usage intention. Their findings suggested that the the TPB explains e-coupon usage

intention better than the TRA. Each of these studies provides support for the use of the TPB as a foundation to decipher human behaviour.

Factors Influencing Consumers’ Purchase and Repurchase Intentions

Behavioural intention is a result of the combination of attitudes, subjective norms, and perceived behavioural control associated with a behaviour. These determinants are held to have determinants of their own, comprised of behavioural, normative and control beliefs. A shift in these beliefs through various factors can influence the determinants of intentions, impacting behavioural intention and action.

**The Impact of the Deal of the Day Coupons on Fan Retention:
Examining the Factors Influencing Fan Repurchasing Intentions**

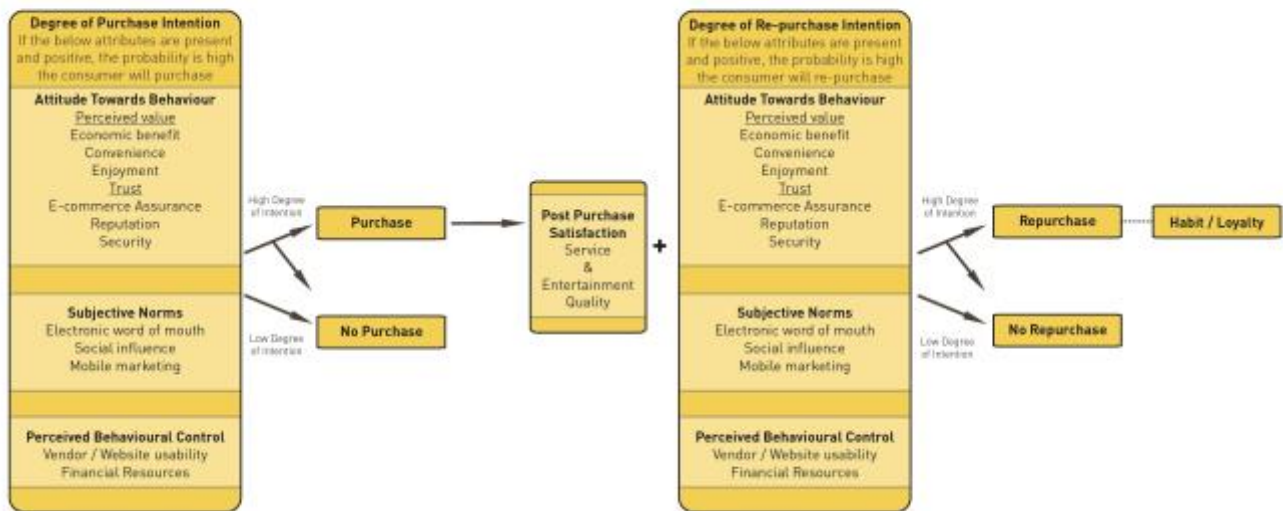


Figure 3

Based on the literature, the model above (Figure 3) reflects the key factors affecting the determinants of intentions. The two primary pre-determinants of an individual's attitude towards a behaviour are perceived value and trust. Perceived value is the combination of several indirect factors such as economic benefit, convenience, and the anticipated enjoyment in performing the behaviour. Trust is a compilation of a consumer's comfort level associated with various elements of the

behaviour such as their confidence in e-commerce transactions, the reputation of the vendor, and security of personal information. Social influence, mobile marketing, and electronic word of mouth are the indirect factors affecting normative beliefs and the resulting subjective norms that influence an individual to perform or not to perform a particular behaviour. The perceived behavioural control factor is determined by the consumer's control beliefs and is affected by their knowledge and skill in executing the behaviour, as well as the financial means to perform the behaviour.

The following section contains an explanation of these factors:

- Perceived Value
- Trust
- Interpersonal Influence
- Consumer Satisfaction
- Past Experience / Habit
- Behavioural Control
- Consumer Loyalty & Repurchasing Intention

Perceived Value

Discounted coupons enable products to be purchased at a lower price, promising consumers substantial savings, often 50% or more. According to Sigala (2013), discount depth of online coupons, or the percentage discounted from the face value of the product, can positively affect consumer consumption of online coupons. The degree of discount depth reduces consumer risk, making the offer more appealing. This is particularly true for new consumers who have a higher level of risk. The reduced price of the product decreases the risk associated with purchase as the consumer stands to lose

less should the product be less than optimal. As the value, or the economic savings associated with the coupon increases, consumers' attitudes and evaluations towards purchasing and using the coupon become more positive (Dickinger & Kleijnen, 2008). Decreasing the risk associated with purchasing a product makes the product more attractive to potential consumers, enhancing the perceived value associated with the product (Lewis, 2006; Sigala, 2013). Applying the TPB, Muk (2012) found that the economic and perceived benefits of mobile coupons are significantly related to consumers' attitudes and that a "positive attitude-intention relationship suggests that the likeability factor increases consumers' intentions to use mobile coupons" (p. 320). A substantial number of studies have observed that discounting provides an opportunity for price differentiation, which can be used to target price conscious consumers within a target market, who are only interested in paying low prices. These knowledgeable and thrifty consumers are more likely to purchase online when there is a lower price for a product offered, or where they see the potential for significant financial savings (Cheah, Phau, & Liang, 2015).

Price discount promotions through mobile coupons may draw in potential new customers interested in saving money, and lead them towards becoming relational customers (Dholakia, 2006). Using a Price Theoretic Model, Narasimhan (1984) analyzed consumers' decisions in relation to the use of coupons. The results from his study indicated that "users of coupons are more price elastic than nonusers of coupons" (p. 146), suggesting that coupons act as a price discrimination device that creates a trade-off for the consumer between the costs of using a coupon and the savings obtained through its use. The application of price discrimination theory, as noted above, can be used to increase market segmentation. Organizations are able to categorize consumers within a particular area that associate the value of a certain product or service differently from others who are in another area. This enables organizations to create select target groups to whom they can uniquely market their product or service (Narasimhan, 1984).

Online coupons, contrary to paper coupons, “are easy to distribute, redeem and reconcile, thereby enhancing the convenience value in the consumer’s eyes” (Achadinha, Jama, & Nel, 2014, p.1307), making the mobile version more valuable to consumers. Similarly, the Internet has “reduced the customers’ cost of searching and collecting coupons, as customers can subscribe to e-mail or RSS alerts for specified coupons; use search engines for scanning the Internet and locating online coupons; and use social networks for distributing, discussing, and promoting online coupons” (Sigala, 2013, p. 168). According to Dickinger and Kleijnen (2008), the economic benefit associated with a coupon may in fact be perceived to be less valuable if the process to purchase and redeem the coupon is cumbersome, time consuming, or requires substantial mental effort. If the consumer believes that the cost in using the coupon outweighs what the coupon is worth to them, then this will affect their attitude toward the value of the coupon negatively. Achadinha et al. (2014) noted that convenience plays a pivotal role with respect to consumers’ intentions, such that “the greater effort invested in redeeming a coupon, the less positive consumer evaluation of the coupon will be” (p. 1309). If the process to purchase and redeem a coupon is perceived to be convenient, consumers are more likely to have positive attitudes about using the coupons. Consequently, as we know from TPB, favourable attitudes will positively influence consumer intentions, increasing the likelihood that a consumer will purchase and use an online DOD coupon (Ajzen, 1991).

According to anecdotal evidence gathered by Sigala (2013), online coupons can be beneficial for organizations by providing such benefits as “price differentiation, boost of demand and filling up occupancy in low periods, generating sales leads and acquiring new customers, targeted advertising, and effective marketing and brand awareness strategies with controllable and measurable expenses” (p. 165). These benefits provide the reasoning required for businesses to initiate and activate the use of online coupons; however, the business outcomes and consumer behaviour after online coupon use requires further research.

Perceived value is defined as a "concern for price paid relative to quality received" (Lichtenstein, Ridgway, & Netemeyer, 1993, p. 235) or the difference between the consumer's evaluation of the functional, monetary, social, or psychological benefits and the cost of a particular product or service. Generally speaking, the greater the perceived value received, the greater the willingness by the consumer to adopt the product or service. However, if a consumer's perceived value of a product or service is low, the willingness to purchase the product or service will also be low (Kitchen, Alwi, Che-Na, & Lim., 2014; Sweeney & Soutar, 2001). Therefore, perceived value is a key factor in purchasing decision behaviours as it affects consumer attitudes and evaluations. Favourable attitudes and evaluations towards technology, the Internet, products or services, and online advertising has a positive association with consumer intent to purchase online (Cheah et al., 2015).

Trust

Trust is a multidimensional construct that has become a principal element associated with consumer decision making in an online shopping environment. While there are many definitions associated with online trust, it essentially is "an attitude of confident expectation in an online situation of risk that one's vulnerabilities will not be exploited" (Corritore, Kraher, & Wiedenbeck, 2003, p. 740). It has also been referred to as a psychological expression of intention to accept uncertainty based on the expectations one has for a behaviour of another (Singh & Sirdeshmukh, 2000). Privacy plays a significant role within the realm of trust. It is regarded as providing a balance to developing social relationships, and is also considered as the extent to which an individual has control of their own information and exchanges both online and offline (George, 2004). Consumers who ascribe good intentions, have confidence, and trust in a vendor, are less likely to perceive risks associated with the online vendor and are more likely to engage in a purchasing behaviour. Trust mitigates the feelings of

uncertainty when there are aspects of a decision that are unknown, such as the reputation of an online vendor, the quality of a product or service, or the settlement process of a transaction. Trust in an online vendor provides a consumer with a certain degree of control over the transaction, as the consumer expects and is confident that the transaction will result in certain actions.

A variety of studies have examined trust in the Internet and its role in online purchasing behaviour. Using the TPB, Pavlov (2002) found that as consumers' trust level increases, so does their perceived behavioural control, which can have a positive effect on a consumer's attitude and directly influence their intentions to make an online transaction. Suh and Han (2003) examined the impact of customer perceptions of security control on e-commerce acceptance and found that trust in e-commerce was statistically significant, relating to both attitudes and intention to use e-commerce. The study conducted by George (2004), showed similar findings to those above, such that individuals who possessed stronger beliefs of trustworthiness in the Internet and in their own abilities to buy online were more likely to make purchasing decisions for online products or services, compared to those without such beliefs. It therefore appears that trustworthiness is closely related to satisfaction. When people perceive the DOD website to be more trustworthy in its ability to perform online transactions, deliver promised products, and operate in a manner the customer considers to be fair and just, the customer will be more satisfied with the DOD website. A customer's trusting beliefs directly affect their trusting intentions and will have positive effects on their overall satisfaction, likely resulting in a more favourable attitude towards an online DOD coupon.

Interpersonal Influence

Mobile technology featuring portability, wireless connectivity, and location based services has changed the marketing and advertising landscape. Businesses now have the ability to utilize mobile coupons, creating a new avenue that is convenient, highly personalized and cost effective for retailers in

the pursuit of sales. The ubiquity of mobile devices makes them the optimal method to communicate a promotional or advertising message. Research defines mobile marketing as “using a wireless medium to provide consumers with time-and location-sensitive, personalized information that promotes goods, services and ideas, thereby benefiting all stakeholders” (Scharl, Dickinger & Murphy, 2005, p. 165). Edelman et al. (2014) suggested that group-buying websites offering discount coupons are in essence a marketing tool for advertising that organizations can use to create awareness and generate new customers. Similarly, Dholakia (2010), regarded group buying websites as a type of social promotion that relies on the use of social networks to advertise and attract new consumers, working on the social validation premise that an individual’s behaviour can be influenced by others. Knowing that a product or service has been purchased by numerous people or by significant individuals provides a reference point that the product or service in question is of good value and is potentially worth purchasing. This is especially true in situations where knowledge of the product or service is limited, as this makes the consumer more comfortable in making the purchase (Cheah et al. 2015). The number of subscribers a DOD vendor has and the number of consumers purchasing a specific DOD coupon will impact consumers’ normative beliefs regarding the vendor and coupon, affecting their behavioural intentions. The more people invested in the DOD vendor and coupon, the more likely the consumer will have positive beliefs, influencing their intentions to purchase and use an online coupon. Additionally, the observability of available retailers using the DOD vendor may result in a network effect. For example, having multiple reputable retailers using Groupon will tend to increase the value of the platform in the minds of consumers, influencing their intentions to use the platform to purchase a specific DOD coupon.

Through group buying websites, electronic-word-of-mouth can be generated, “enhance[ing] the reach and the effectiveness of the advertising message” (Sigala, 2013, p. 169) and serving to shape customers’ attitudes about the product being offered. This type of social promotion encourages a

“generation of new customers, because by sharing the online coupon within their networks, coupon-prone customers expose the firm to customers like them, who are also more likely to respond to the online deals” (p. 169). Group-buying websites create an environment where people not only buy products together but share in the overall experience, making it a social activity that has the ability to attract a large volume of people.

Attracting as many new consumers as possible is the goal for organizations looking to utilize online DOD coupons. Although it is not advantageous for the organization to have its current consumers using online coupons due to the potential revenue loss, it is nonetheless beneficial, as supporters will likely endorse and recommend the business to others. Through the use of social networks such as Facebook and Twitter, current supporters can influence the adoption of a product or service by sharing online coupon information with their personal network of friends and family - individuals who likely have similar interests and who would be more inclined to purchase the online deal as well. Applying the TPB, Marcoux and Shope (1997) found that peer influence and friends' behaviours have a significant influence on individual intentions and behaviour. Based on the literature, it is clear that normative beliefs play an important role in the formation of intentions leading to behaviour.

The use of mobile devices has become second nature for individuals and “a highly personal medium” (Dickinger & Kleijnen, 2008, p. 24) to communicate with others on a daily basis, making it an effective channel for businesses to reach potential consumers. DOD coupon websites offer a mobile marketing opportunity that enables businesses to connect with consumers regardless of time or space. It also enables firms to gain exposure online whether or not anyone makes a purchase. Mobile coupons are likely to be profitable if they attract predominantly new customers who then regularly return to pay full price. However, if mobile coupons provide discounts to long-time customers, as suggested above,

the coupons may sharply reduce profits. The effects usually lie somewhere in between (Edelman et al., 2014).

Past Experience / Habit

The role of past behaviour, as a factor affecting intentions and future behaviour has attracted attention in literature over the last few decades. Research has demonstrated that past behaviour holds a significant association with attitudes, subjective norms, perceived behavioural control, intentions, and actual behaviour (Hagger, Chatzisarantis, & Biddle, 2001, 2002). Using the TPB, Kang et al. (2006) found that past behaviour of using mobile coupons “significantly affects people’s usage intention for [mobile] coupons” (p. 843). Scott (1978) applies this phenomenological lens, examining consumer behaviour both on its own and in terms of consumer perception of their own behavior. Once people have gained experience, they are more likely to have habitual behavioural intentions. The knowledge gained through past behaviour provides consumers with critical cognitive information, shaping their beliefs, attitudes and intentions towards future behaviours. According to Hagger et al. (2001) past behaviour predict[s] intention directly and indirectly through self-efficacy and attitude (p. 711). Past experience also provides a level of comfort that can be drawn upon to ease future performance actions. Consumers who have purchased a DOD or attended and enjoyed an event previously, are more likely to repeat the behaviour as a result of that past experience.

Behavioural Control

Mobile coupon consumption, like traditional coupon consumption, is more often than not determined by the trade-off deliberation between the cost and the benefit from using the coupon. An individual’s desires and intentions play a significant role in influencing a particular behaviour. However, the degree to which an individual performs a behaviour is in large part due to non-

motivational factors that represent actual control over behaviour. According to Ajzen (1991), the more resources and opportunities an individual believes they possess and the fewer obstacles or impediments they anticipate, the greater their perceived control over the behaviour should be. Using the TPB, Ajzen and Driver (1992) found that having access to the right opportunities and the resources such as time, skills, ability, money, and assistance from other people can provide an individual with the required control factors to perform behaviours that align with their intentions. With mobile coupons, the cost to use them may differ from one individual to another, based on a person's computer skills, knowledge, and familiarity with technology. As a result, the perceived behavioural control of technology and physical environments by the consumer to use mobile coupons has a critical impact on mobile coupon usage intentions. When the necessary resources or opportunities to perform a particular behaviour are absent, consumers are less likely to form strong behavioural intentions irrespective of their attitude and subjective norms that may be favourable (Kang et al., 2006; Cheah et al., 2015). Using models based on TPB, Kang et al. (2006) conducted a study to examine how mobile coupons change consumer coupon usage behaviour. The study found that perceived behavioural control plays a significant role in developing the intention to use mobile coupons. Furthermore, results from the study imply that efforts to give consumers a positive perception of their behavioural control can greatly benefit businesses and marketers looking to enhance the effectiveness of the mobile coupon program.

Consumer Satisfaction

Consumer satisfaction associated with the overall experience of a product or service influences the positive future intentions of consumers and is a major determinant associated with being a loyal consumer (Lin & Wu, 2011; Sigala, 2013). Past research suggests that customer satisfaction is influenced by the expectancy-disconfirmation paradigm where the "customer's feeling of satisfaction is a result of the comparison process between perceived performance and one or more comparison

standards, such as expectations” (Eggert & Ulaga, 2002, p. 108). In this paradigm, satisfaction, or a satisfied consumer, occurs when the experience of a product or service meets the consumer's level of expectation, thereby confirming their expectation. When a customer's expectations are exceeded, they become very satisfied (positive disconfirming) and when they are below expectations, they become dissatisfied (negatively disconfirming).

In a study conducted by Liao, Chen, and Yen (2007), the TPB was applied to find that “customer's behavioural intention is mainly determined by satisfaction, which in turn is motivated by disconfirmation and perceived ease of use” (p. 2819). Consumer satisfaction or a “customer's post-purchase evaluation and affective response to the overall product or service experience is considered a strong predictor for behavioural variables such as repurchase intentions, word-of-mouth recommendations, or loyalty” (Lin & Wang, 2006, p. 273). Positive consumer evaluations influence positive future intentions. Consumers who are value oriented are more susceptible to using a DOD, as this behaviour is “reinforced based on a positive state of fulfilment (e.g. satisfaction) with substantial savings” (Cheah et al., 2015, p.765). Similarly, other literature suggests that positive future intentions of customers are influenced by the level of satisfaction customers experience when using their online coupon for the first time. The quality of a product or service influences satisfaction, which in turn influences future purchasing behaviours (Cronin, Brady, & Hult, 2000). Experiencing high levels of satisfaction can generate a positive consumer evaluation, which can lead to future positive actions or similar purchasing behaviours. The satisfaction of a particular behaviour has the ability to offset the perceived costs of performing the behaviour. Customer satisfaction plays a significant role in the realm of consumer behaviour, affecting both initial purchase and re-purchase decision intentions.

Consumer Loyalty & Repurchasing Intentions

Consumer loyalty can be defined as the customer's favorable attitude towards a particular product or brand that results in repurchasing behaviour. Lin and Wang (2006), examined the determinants of consumer loyalty in a mobile commerce context and found that customer loyalty was affected by "perceived value, trust, habit, and customer satisfaction, with customer satisfaction playing a crucial intervening role in the relationship of perceived value and trust to loyalty" (p.271). The more satisfaction a consumer equates with a product or service, the more likely they are to become loyal.

Tourism studies (Shonk & Chelladurai, 2008; Sigala, 2013) have shown the link between consumer satisfaction and service quality, such that higher levels of service quality can increase consumer satisfaction, loyalty, and retention. Organizations targeting consumers with DOD coupons for their product or service via a trusted vendor are hoping to attract new consumers, as it is suggested that initial trial experience is an antecedent to satisfaction and future repeat purchasing behaviours (Cronin et al. 2000; Kozak, 2001; Yoon & Uysal, 2005). Over the long-term, the "effectiveness of online coupons is measured by their ability to generate long-term relational customers who will also have positive intentions to spread positive (e)-word-of-mouth and recommend the business to others" (Sigala, 2013, p. 177). Recommendations by returning or loyal consumers can influence the intentions of others, attracting them to attend an event. In a study conducted by Krasnova, Veltri, Spengler, and Gunther (2013), loyalty was found to be largely driven by monetary incentives, savings, and quality benefits. The study showed that "DOD platforms serve as a magnet for price conscious customers, who exhibit high loyalty intentions to DOD providers they once tried" (p. 174). Based on the findings above, the top priority for organizations involved in delivering discount savings, should be to provide the highest level of satisfaction possible.

The purpose of this study is to understand consumers' behaviour after they have attended an event with the use of an online mobile coupon. The TPB (Ajzen, 1985, 1987) provides a framework for

testing the relationship between behavioural beliefs, normative beliefs, control beliefs, and the use of online coupons (the independent variable), with new consumers' repurchase intentions and attendance at full price later in the season (the dependent variable).

Methodology

This section will serve to explain the research methodology. First, the DOD website used in this study will be introduced and examined as to why it was selected for this particular study. Following this, the method used to develop the research measurement will be described. After that, the process associated with the questionnaire design and data collection will be outlined. Finally, the limitations of the study will be discussed.

Research Design

The study will use a cross-sectional research design and one method of data gathering. First, a discounted coupon deal for event tickets was placed on Groupon and made available to the public. Second, a paper questionnaire was given to each individual who purchased the DOD coupon for tickets via Groupon, providing they were interested in being a participant in the study. A portion of the questions utilized in the study were drawn from previous research done by Yan and Yu (2013). The data collected from the questionnaires provided key information that was used in determining whether new consumers were generated via the use of Groupon and whether or not those consumers would intend to return as fans to subsequent events without the use of a coupon and pay full price.

DOD Vendor – Groupon

The DOD vendor that was selected for use in this study was Groupon (www.groupon.ca). This platform was selected for a number of reasons. Formed in 2008, Groupon acts as a third party marketing agent by offering goods and services at a discount price through its deals and selling vouchers (Groupons) that can be redeemed for products or services with a merchant. The function of presenting the DOD coupon and managing the consumer purchase transaction of the coupon was a key factor in selecting Groupon for this study. Another reason is that Groupon is relatively well known to the general public. It has established itself as a global e-commerce marketplace, connecting millions of subscribers with local merchants by offering activities, travel, goods and services in more than 44 countries (Hughes & Beukes, 2012). As a result, it offers a large membership subscription base by which an organization can target potential consumers who are already comfortable using the system. Individuals who have utilized Groupon in the past are likely to be more comfortable and trusting of the e-commerce platform providing their previous encounter was positive. In addition to the above, Groupon has a broad level of promotion as it is able to communicate and distribute its deal offerings to customers through websites, email, and a mobile platform. Communication through these channels and the ability to promote its offerings in web search results through the use of social networks and search engine optimization marketing techniques, has provided Groupon with increased visibility, making it an ideal platform to use within this study.

DOD Vendor Features

There are several standard features associated with online DOD coupon vendors such as Groupon. One feature is that the discount offerings are simple and clear for consumers, making it easier for them to understand the deal that is available and the savings that can result from the coupon purchase. Another feature is the limited length of time an offer is made available. This places some

pressure and urgency on the buyer to purchase the DOD. It also motivates subscribers to regularly check the DOD vendor platform for new deals that might be offered. Mobile technology has been instrumental in engaging vendor subscribers with the platform as it has allowed for smart phone or mobile location aware applications that consumers can access anywhere and anytime. These applications are able to present online DOD content to users, specifically based on their geographical location, making it easier for consumers to find local DOD coupon offers. A third feature of DOD coupons is that they allow for online transactions with the ability to redeem offline. After purchasing the DOD, consumers are provided an email or text message with the mobile DOD to be redeemed at a particular location, providing a convenience to the consumer. Lastly, DOD vendor online websites offer the ability for free advertising. There is no financial expense to launch and run a DOD coupon. Instead, revenue sharing is employed based on DOD coupons purchased. If no DOD coupons are purchased, neither the DOD vendor or the organization placing the DOD coupon receive revenue. Therefore, during the length of time the DOD coupon advertisement is being displayed on the vendor website, the organization placing the DOD coupon receives free exposure and advertising to all the vendor subscribers and many more as a result of the advertisement being shared via word of mouth and various social networks.

The Groupon DOD coupon that was utilized in this study can be seen in Appendix A and Appendix B.

Procedure

An experiment was conducted with Groupon and University of Alberta Athletics in Edmonton, Alberta, Canada. A DOD coupon was offered via Groupon, discounting 75% off the purchase of two adult tickets to a University of Alberta men's and women's basketball event in which the tickets were valid for one of two event dates on one specific weekend during the 2015-2016 athletic basketball

season. The DOD coupon was only available to be purchased for seven days prior to the event. The DOD coupon was promoted to the entire city of Edmonton through Groupon's website and subscribed members, as well as the University of Alberta Athletics official website and their social networking platforms of Facebook and Twitter.

On each basketball event date, a table was setup next to the game day main ticket booth one hour before the event. Upon redemption of the coupon, consumers were given a questionnaire to be filled out after attending the event. Consumers who purchased more than one DOD were only eligible to receive and fill out one survey. The consumers were asked to return the filled out questionnaire to the same table where they initially received their tickets, prior to leaving the building after the event.

Participant consent was implied by the completion of the questionnaire. An information letter (Appendix C) was given alongside the questionnaire that provided participants with key contact numbers and email addresses for any questions they may have had regarding the study. The participation in this study was completely voluntary and participants were not obliged to answer any specific questions. Participants were able to withdraw at any time prior to submitting the questionnaire. Once the questionnaire was submitted, participant data could no longer be withdrawn. There were minimal risks anticipated for the research participants as the data gathering was done via an anonymous survey. The data gathered from the survey had no identifiable information about the participants.

Instrument

The instrument used in the study for data collection was a questionnaire with a portion of questions previously drawn from Yan and Yu (2013). The data collected was used to address a variety of factors identified in the literature such as: perceived value, trust, interpersonal influence, past experience, habit, behavioural control, satisfaction, loyalty, and repurchase intention. These factors play a role in influencing repurchase intentions, which is the dependent variable. This type of questionnaire

is well suited for the study as it is cost effective and can be distributed to participants in an efficient and timely manner. Additionally, the questionnaire is able to generate data from a large group of people in a short period of time and it can be quickly and easily quantified making it an ideal data collection technique.

The questionnaire (Appendix D) is composed of three parts. The first part is a screening section that gathers information with respects to participant age, participant use of Groupon, and participants' past experiences attending a University of Alberta basketball event. The second part examines participants' experience and perceptions in using Groupon as a technological tool for purchasing DOD coupons. It also serves to draw out participants' attitudes, feelings, and future intentions regarding their repurchasing behaviour. Part three of the survey focuses on participant satisfaction and their overall experience of the event they attended; the product purchased via Groupon. The data sample was derived from only those individuals who purchased a Groupon DOD and agreed to fill out a questionnaire at the event.

In part two of the questionnaire, a Likert scale is utilized to rate the questionnaire responses in order to provide a measure for beliefs, attitudes and/or opinions. Participants were able to choose the rating that best reflected their viewpoint or perception from "strongly disagree" (1), "neutral" (3) to "strongly agree" (5). In part three of the questionnaire, a rating scale of poor, fair, average, good, and excellent is used to determine participant satisfaction. Generating this type of quantitative data makes it easier to draw conclusions, reports, results and figures from the responses compared to other methods. Descriptive statistics were used for the measurement analysis of the data using percent frequencies, mean and mode to help summarize the data. Prior to using the questionnaire with participants, it was tested on volunteers to ensure the questions were suitable and clear. Based on the feedback drawn, a number of questions were revised.

Limitations of Methodology

One of the main limitations of this study is the relatively small sample size of 62 participants. This may be attributed to the exposure time associated with the availability of the online DOD coupon via Groupon. The DOD coupon was only available for seven days prior to the event, which may have restricted a number of people from viewing and purchasing the coupon, compared to a coupon promoted for multiple weeks. Generalizations about the findings beyond the sample should be made with caution.

Another limitation is that only intent to repurchase and not actual repurchase behaviour was included. Although there is considerable literature (Ajzen, 1975, 1991) indicating that intent and behaviour are highly correlated, it is not known if those people who intend to re-attend a sporting event at full price actually do so. Future research would benefit from the inclusion of actual behaviour.

A third limitation of the study is that the online DOD coupon was only valid for an interuniversity basketball event. Although it is likely that similar results would be obtained for other sports, additional research would be necessary to draw definite conclusions.

Results & Analysis

The Groupon DOD experiment conducted in this study resulted in the purchase of 49 vouchers for the first event date and 97 vouchers for the second event date. The 146 vouchers were bought by 78 consumers with 44 of them having purchased multiple DOD vouchers. Surveys were completed by 62 of the 78 consumers (79.5%) and the responses to each question were tallied together to elicit insights and attitudes regarding the initial use of online DOD coupons and the repurchasing intentions at full price in the future. The following section consists of an examination of the survey questions and the corresponding responses. The findings are divided into two sections. The first section will look at the

information with respects to participant age, participant use of Groupon, and participants' past experiences attending a University of Alberta basketball event. Section two will sort the questions into a variety of themes from the literature as described above:

1. Perceived Value
2. Trust in the Technology
3. Social Influence
4. Consumer Satisfaction
5. Consumer Loyalty
6. Past Experience/Habit
7. Perceived Behavioural Control / Repurchase intention

Note: percentages in all graphs below may not total 100% due to rounding

Section One

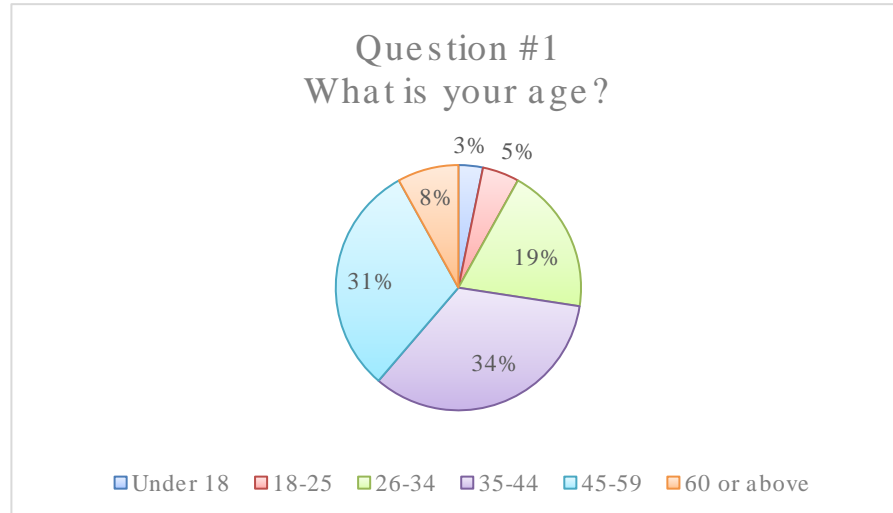


Figure 4

Figure 4 above illustrates the age range of the study's 62 participants. As seen in the figure, 3% of the respondents were under the age of 18, 5% were between the ages of 18-25, and 19% were between 26-34 years old. 34% of the respondents were between 35-44 years of age, 31% were between 45-59 years, and 8% of the participants were in the age range of 60 or above. This information is

beneficial to organizations considering Groupon as a sales tool as it shows the spread of participants using Groupon from young to old, providing an indication of Groupon's overall reach and its ability to target a variety of demographics. Having the majority of participants over the age of 35 suggests that mature adults are interested in seeking out sporting events with an opportunity to save money. Furthermore, this information shows that the more mature demographic is clearly aware of Groupon and knowledgeable on how it works. These findings would support the use of Groupon as a tool to reach a wide variety of people from different age groups.

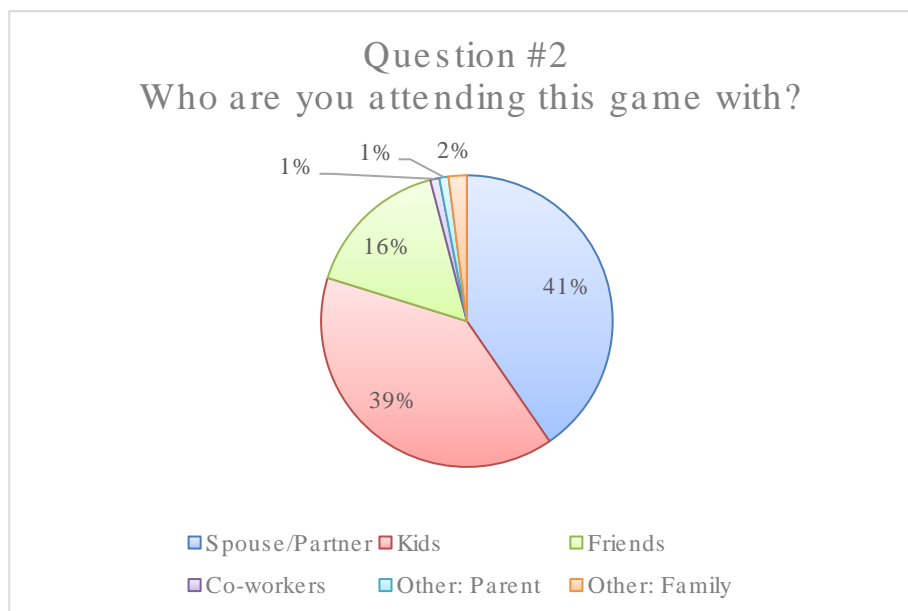


Figure 5

Figure 5 represents who the respondents were accompanied by when they attended the interuniversity basketball game. The majority of participants attended either with their spouse/partner (41%), or their kids (39%). The remaining 20% of participants attended the event with their friends (16%), another family member (2%), a parent (1%) or a co-worker (1%). As seen above, the Groupon DOD has the ability to expose more people to a particular event or function than simply the individual who purchased the DOD voucher. The guests of the individual who purchased the Groupon DOD were exposed to the event and could potentially return to future events, which would consequently increase

attendance numbers. Additionally, both the DOD consumer and their guests could either share information about the DOD or the event directly with friends and family, or via their social media, which could have a positive effect on attendance both in the short and long term.

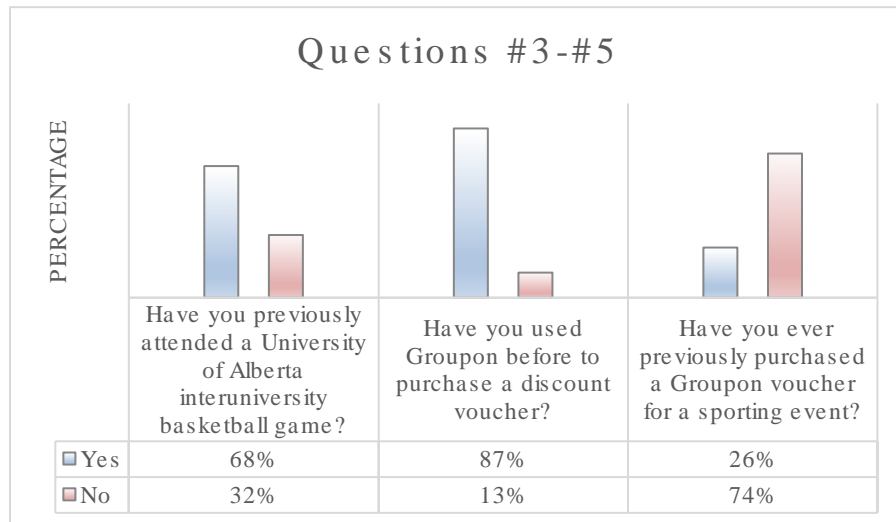


Figure 6

Survey questions #3 - #5 are depicted in Figure 6 above. Based on 62 respondents, the Groupon DOD resulted in 20 (32% overall) new consumers at an interuniversity basketball event. It is possible that the number of first time event attendees is even higher as the guest of each new consumer could have also been a new attendee to the event. This key finding shows that a Groupon DOD has the ability to attract new consumers to a product or service not previously experienced before. Based on this one study it would appear that the use of Groupon can, in fact, attract new fans to an event.

Of the 32% who said they have not previously attended an interuniversity basketball game, 90% had prior experience using Groupon.ca to purchase a DOD offer and only 10%, or 2 of the 20 respondents, were using Groupon to purchase a DOD for the first time. The relationship between first time event attendees and their previous use of Groupon suggests that those individuals who are interested in, and attracted to, purchasing DOD offers for other products or services, are likely to do so

when it comes to a sporting event DOD as well. This demonstrates the value in targeting DOD subscribers, such as Groupon subscription members, in order to attract new consumers to a product, a service, or in this case, a sporting event.

Of the 68% of respondents that had previously attended an interuniversity basketball game, 86% had prior use with Groupon while 14% (6 of 42 respondents) had no previous experience using Groupon to purchase a DOD. It can be inferred that those individuals with previous experience all understood the overall value associated with attending an interuniversity basketball game. When a DOD offer became available they recognized the cost savings, providing them with the incentive to make the decision to purchase. Having a portion of the respondents using Groupon for the first time as a result of the DOD offering, demonstrates that these individuals were willing to utilize Groupon to perform an online transaction without previous experience, in order to obtain the overall deal and perceived value.

The majority of the respondents (87%) had previous experience with Groupon, having purchased a discount voucher for some product or service in the past. However, of the 87% of participants who had prior experience, only 30% (26% of total number of participants involved in the study) had ever purchased a voucher for a sporting event before. It is clear that most of the individuals purchasing the DOD were past users of Groupon. The data above demonstrates that sporting events have not been a prevalent DOD option available, or worth buying for consumers. Therefore, it can be inferred that increasing the availability of sporting event Groupon DODs would likely result in more Groupon subscribers purchasing the offer.

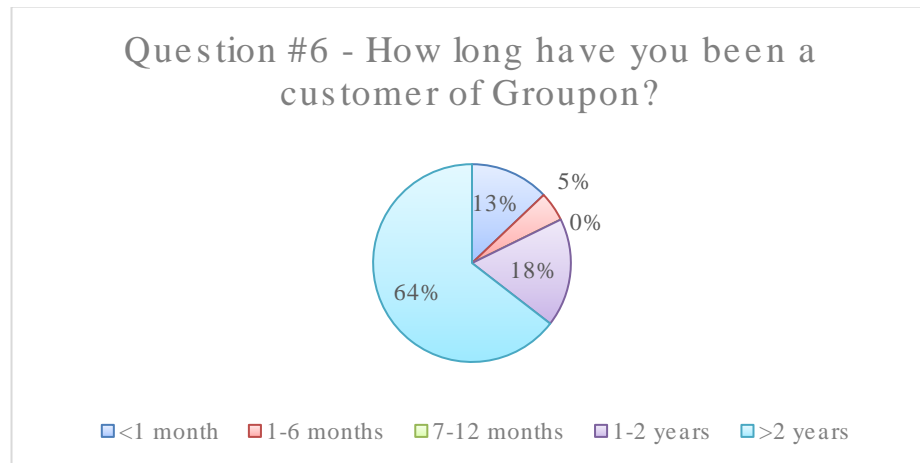


Figure 7

Figure 7 above shows how long the respondents in the study have been customers of Groupon. The results indicate that the majority of respondents (83%) had experience with Groupon for more than a year, with 18% having been a customer for 1-2 years and 65% having been a customer of Groupon for more than two years. The results also show that 18% of the 62 survey respondents were new customers of Groupon within the last year. This information is useful to organizations interested in using Groupon to offer an online DOD as it shows that there is a consumer base of Groupon subscribers who are already experienced and comfortable in using the e-commerce platform to make purchases. Additionally, as seen in the chart above, Groupon has the ability to draw in new subscribers and consumers with 13% being new customers in the month prior to the study and 5% being new customers in the six months leading up to the study. Furthermore, the information demonstrates that consumers are willing to engage in using an online e-commerce platform to purchase products or services that meet their interests and offer cost savings, or the perception of a deal.

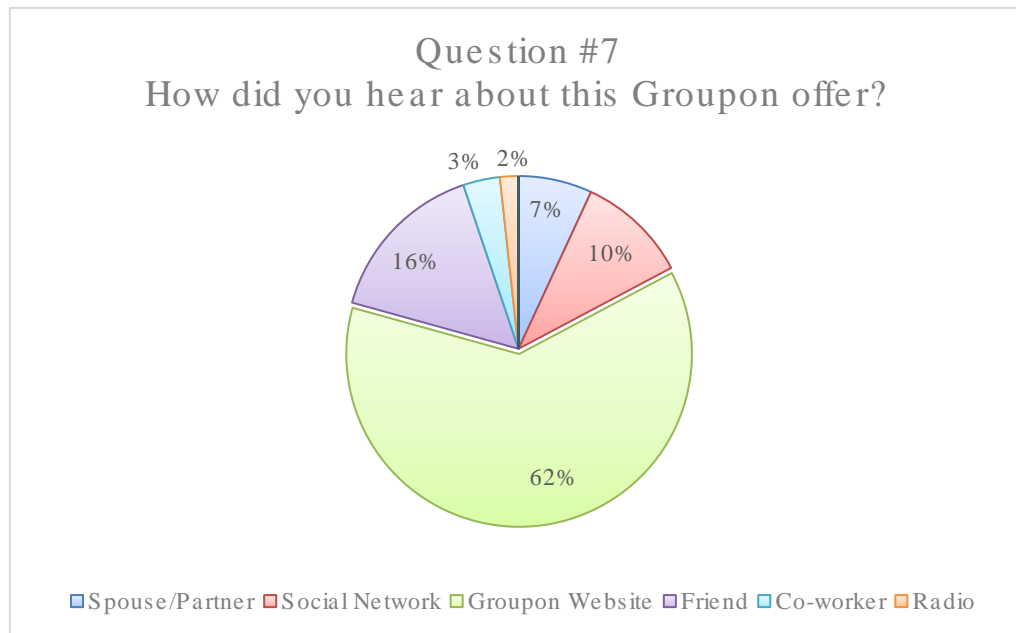


Figure 8

The participants in the study heard about the Groupon DOD in a variety of ways as shown in Figure 8. The Groupon website was the main source through which participants (62%) became aware of the deal. Friends of participants and social network applications such as Facebook and Twitter were also key sources in informing 16% and 10% of the study participants respectively. Participants also heard about the Groupon DOD offer from their spouse or partner (7%), a co-worker (3%), and through radio (2%). The above data clearly demonstrates that Groupon has a broad reach and plays a pivotal role in the marketing of a DOD offer. By promoting DOD offers to a communication network of subscribers, Groupon can single handedly target thousands of potential consumers who may not be aware or familiar with a product or service but who may be interested in the value the DOD can afford them. Groupon can also directly target those subscribers who have indicated an interest in entertainment, sport and recreation.

In addition to Groupon's ability to communicate to a mass group of people, it appears that communication through friends and the use of social networks such as Facebook and Twitter also play a

key role in promoting a DOD offer. This demonstrates the continued relevance of traditional word-of-mouth recommendations, as well as the value of technology in communicating messages through various networks to reach a broader audience.

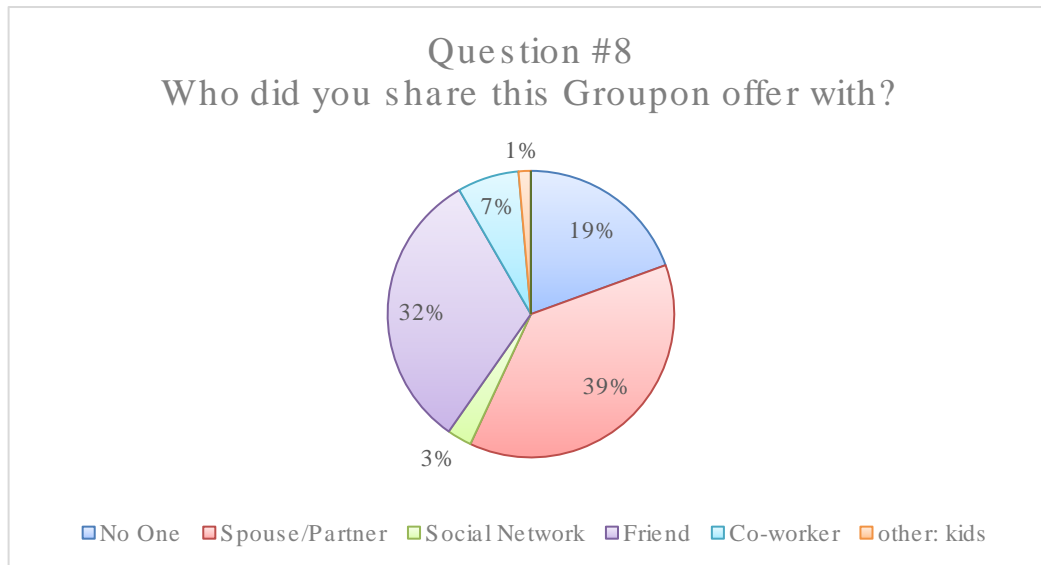


Figure 9

Participants of the study shared the Groupon DOD offering in different ways. As reflected in Figure 9, 39% of participants shared the DOD offering with their spouse or partner, 32% shared it with a friend, and 19% of the participants shared the offering with no one. In addition, 7% of participants shared the DOD offering with a co-worker, 3% shared it on their social network, and 1% shared it with their kids. The main take away from these results is that 81% of the participants shared or communicated the Groupon DOD with someone. This introduced and promoted the DOD to a variety of different networks, leading to increased advertising and potential sales. The majority of participants shared the Groupon DOD offer with their friends and or family, individuals that would typically have similar interests, as people tend to associate with others who enjoy the same activities and behaviours as themselves. The use of a social network like Facebook or Twitter to share the DOD was marginal, which was an unexpected outcome considering the popularity and widespread use of social network

applications and their use in today's society. These results would suggest that organizations looking to use Groupon should not entirely rely on the exposure generated via social media outlets. It appears that exposure of the DOD can be primarily attributed to Groupon subscribers, followed by family and friends on a one-to-one level of communication.

Section Two

This section will provide an overview of the results from question #9 - #34 as seen in Figure 10 below. The questions in this body of the questionnaire were associated with a variety of themes such as trust, comfort, assurance, ease of use, social influence, electronic word-of-mouth, perceived value, satisfaction, and repurchase intention.

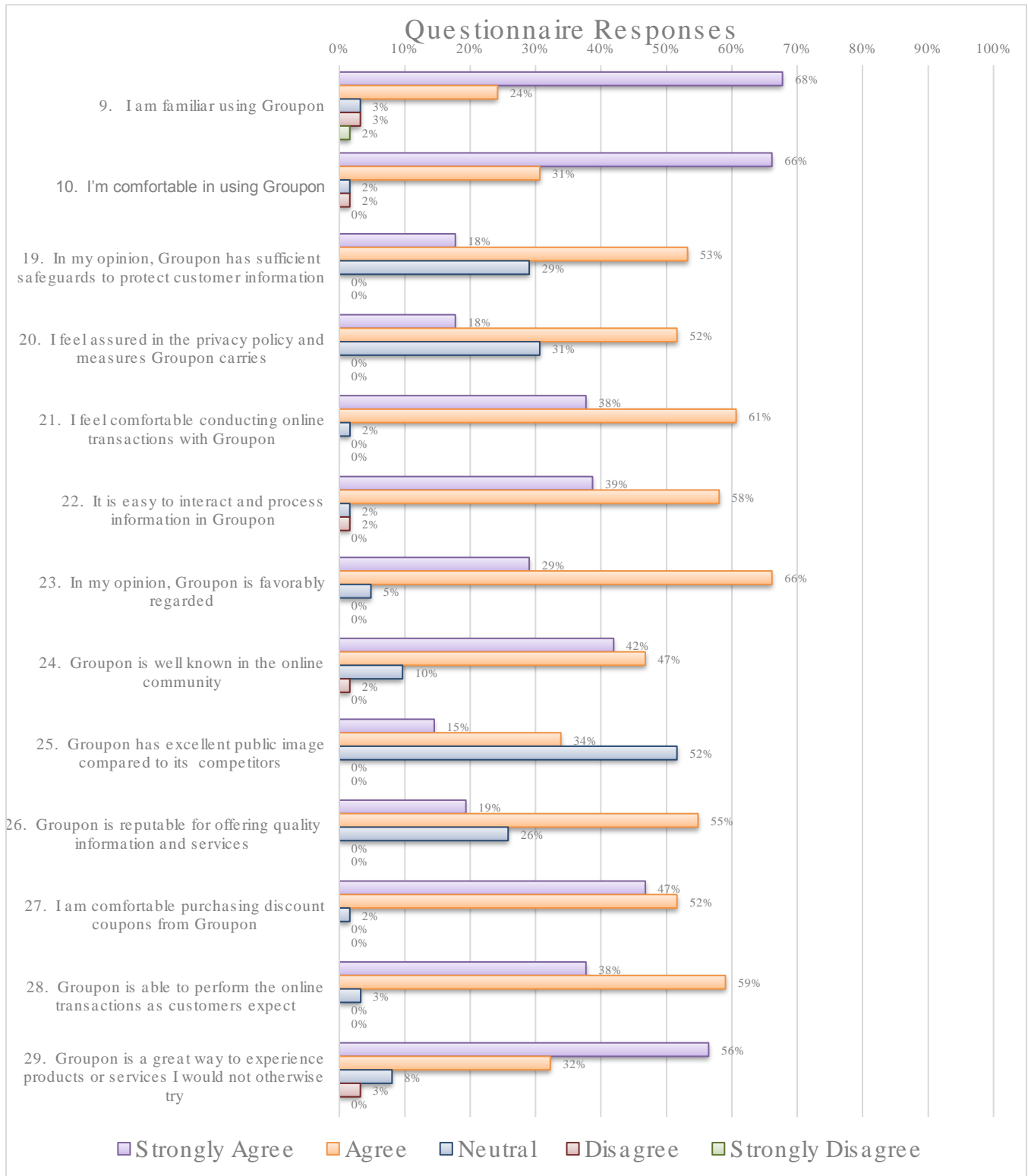


Figure 10

The questions in Figure 10 above relate to consumer trust and comfort in technology. Questions #9 and #10 show that 92% of the participants agreed with being familiar with Groupon and 97% were comfortable in using Groupon. Questions #19 – #29 further explore consumers' perception of Groupon and how assured they feel in using the vendor to perform transactions, to protect their personal information, and to provide the service that is expected. In almost all instances, the majority of participants had an overwhelmingly positive view of Groupon shown either by agreeing or strongly agreeing to the survey questions. Question #25 was the only question where just over half the participants were unsure and remained neutral with respect to determining whether or not Groupon has an excellent public image compared to its competitors. However, 48% of the participants did agree to this question. These high percentages reflect a highly positive perception toward the use of an online commerce platform, such as Groupon, for purchasing products and or services at a discount. As Ajzen and Fishbein (1980) theorized, an individual's intention to perform an action is influenced by their attitudes about the action. Participants who have a high familiarity and comfort level with Groupon will have a positive attitude about using Groupon and they will exude a higher perceived behavioural control, which will strengthen their intention to utilize the platform.

Question #29 asked participants if they felt Groupon provided them with an opportunity to experience products or services they would not otherwise try. 88% of the participants agreed, 56% strongly agreed and only 3% of the participants disagreed. Based on the data above, a correlation can be drawn between consumers' comfort levels with Groupon and their willingness to engage in new experiences. The higher the consumer comfort level and trust in using an online platform such as Groupon, the greater the chance in using the platform to engage in new activities not previously experienced. Increased comfort level and trust in the technology mitigates the degree of risk in using an online tool to make an online purchase transaction. Individuals that are familiar and comfortable in using Groupon, have come to understand that the products or services being offered on Groupon are

highly discounted and as a result very cost effective. This reduces the risk associated with purchasing and trying a new product or service for the first time, and it provides incentive for purchasing the DOD as it becomes more sensible to do so.

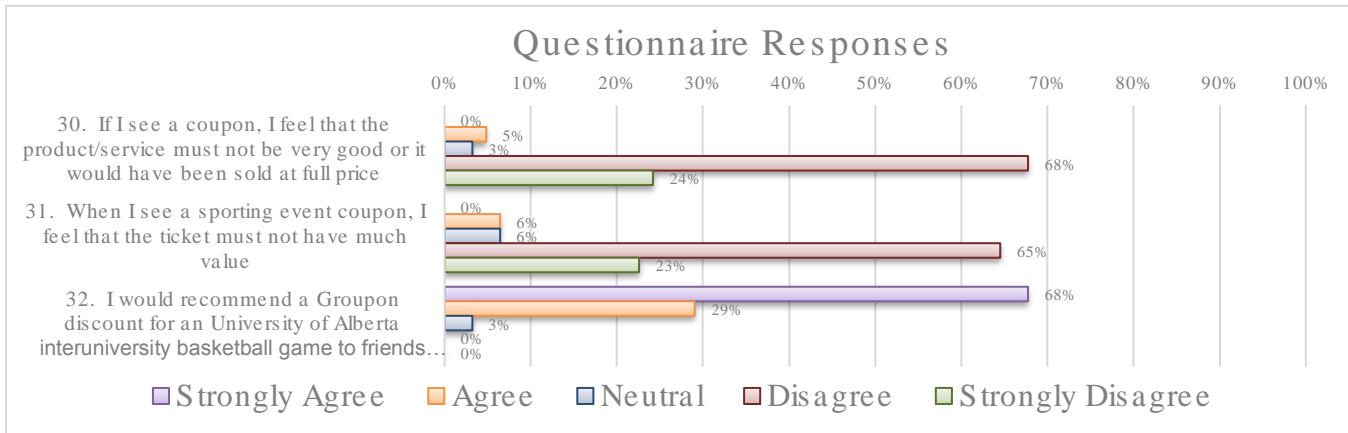


Figure 11

A general perception is that coupons provide a discount for a product or service that is not very good or of low quality, hence the reason why it needs to be discounted in order to be sold. Questions #30 – #32 were intended to draw out consumer insight regarding the perceived value associated with coupon use. When participants were asked if seeing a coupon for a product or service made them feel that the product or service was inferior, 5% of the participants agreed, 3% were unsure, and 92% disagreed. When participants were asked if seeing a sporting event coupon made them feel that the associated ticket must not have much value, 6% of the participants agreed, 6% were unsure, and 88% disagreed. The results from question #32 show that 97% of participants would recommend a Groupon discount coupon for a University of Alberta interuniversity basketball game to their friends and relatives. These findings suggest that consumers do not perceive a discounted product or service to be of low or poor quality. The value of the product or service such as the event ticket in this case, is maintained and possibly highlighted in the consumer’s eyes as more attention is placed on the value of the product and potential savings associated with the coupon. This information can provide some

insight for organizations who might think that utilizing a DOD coupon would tarnish or devalue their product or service.

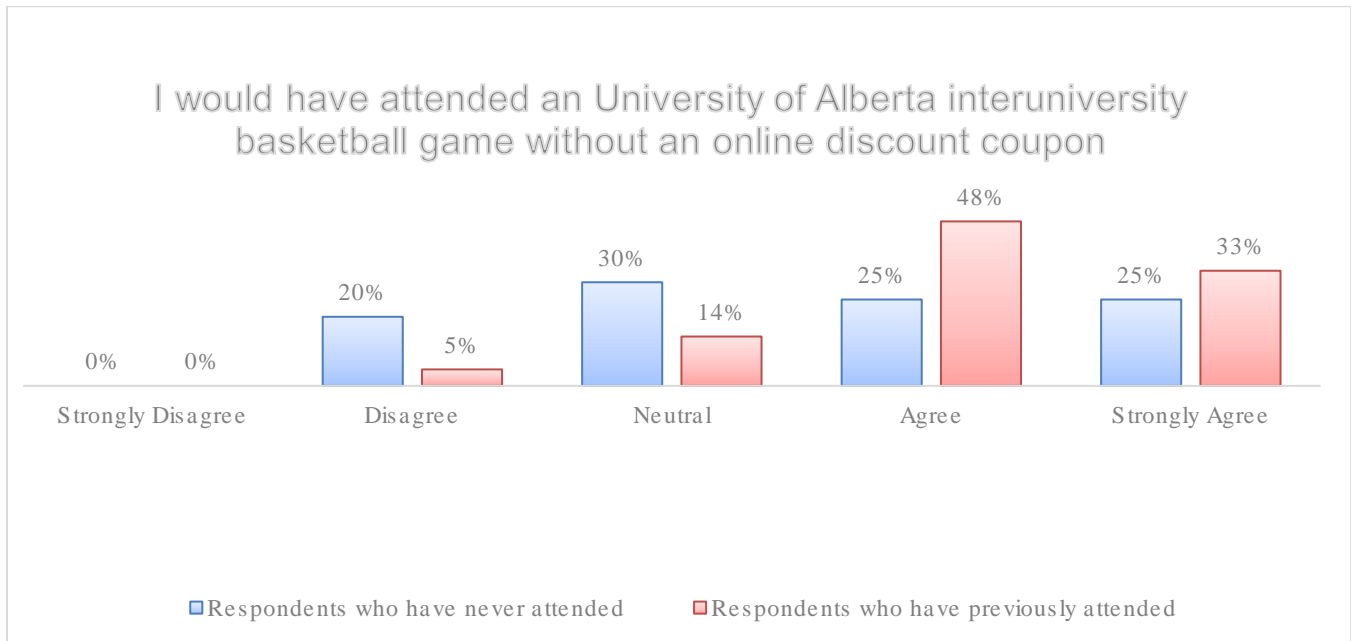


Figure 12

Data collected from question #3 indicated that 68% of the study’s participants have previously attended an interuniversity basketball event, while 32% of participants had no previous experience. From those participants that had previous experience in attending an interuniversity basketball event, 81% agreed that they would have attended an interuniversity basketball game without an online discount coupon as shown in Figure 12 above. 14% of participants were unsure as to whether or not they would attend without an online discount coupon and 5% indicated that they would not attend without a coupon. In looking at the 32% of participants that had no previous experience attending an interuniversity basketball event, 50% agreed that they would attend without an online discount coupon. This was evenly split between agree and strongly agree. The other 50% of the participants were a mix between being undecided (30% of participants) or disagreeing with the question (20% of

participants), suggesting they would not have attended an interuniversity basketball event without an online discount coupon.

The findings provide evidence that individuals with previous experience attending an interuniversity basketball event would have likely attended the event without an online coupon. The same inference, however, cannot be drawn from the individuals who had no previous experience attending an interuniversity basketball event. These individuals are unable to rely on past experiences to aid their decision making to attend an event, therefore there is a relatively high level of uncertainty on whether or not they would attend without having a coupon to provoke their interest. This is reflected by the number of respondents who never attended a previous event and who remained neutral (30%) or disagreed (20%) with the survey question.

This analysis would suggest that in one instance, thegroupon DOD does not benefit the organization and may in fact decrease the revenue as it provides a discount to consumers that were willing to attend and pay full price. There is no guarantee however, that those consumers would actually attend the game if it were not for the DOD that they purchased. Therefore, determining the actual benefit back to the organization is more difficult. On the other hand, it appears based on the data above that Groupon DODs could benefit an organization by attracting those individuals that would have never attended without a DOD. It is this ability to reach and attract new fans that provides value and revenue back to an organization, as there is potential for new consumers to turn into future loyal fans, willing to repurchase and attend events at full price.

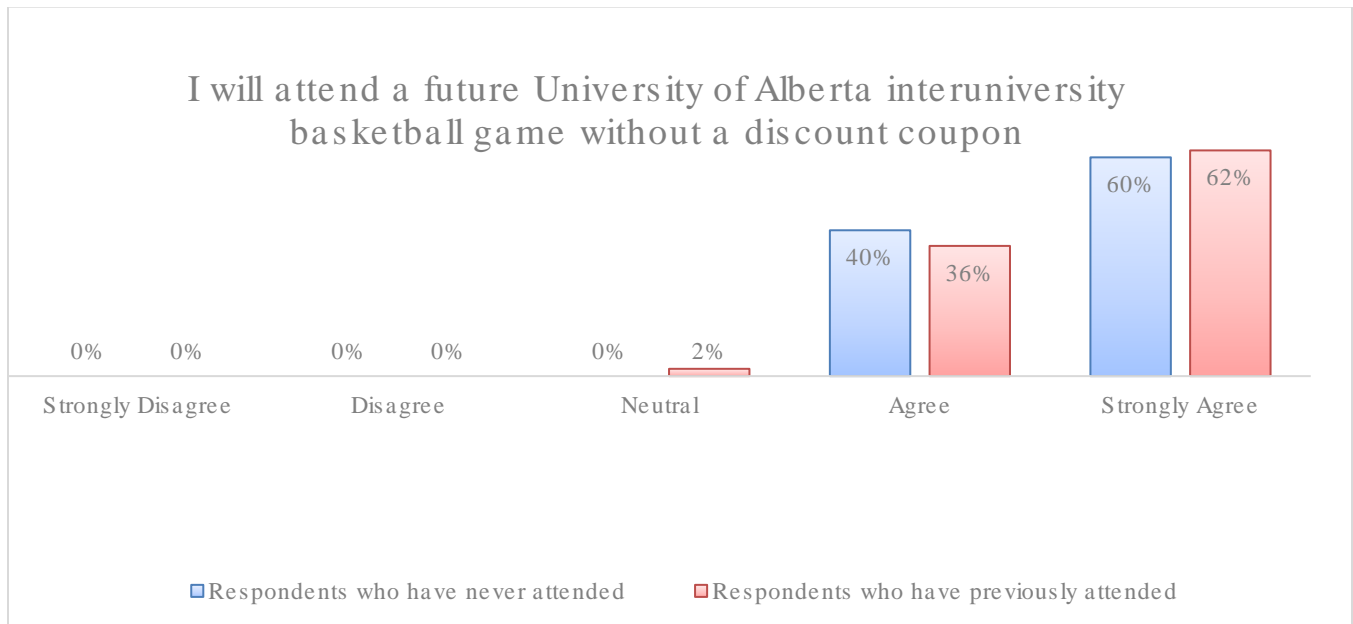


Figure 13

The survey question above generated similar findings between the respondents who had never attended a University of Alberta interuniversity basketball game and those who had previously attended. With the exception of 2% of the respondents who previously attended a game and were undecided, all of the other participants in both cases agreed that they would attend a future University of Alberta interuniversity basketball game without a discount coupon. Based on the respondents who had never attended a game, 100% (40% agree & 60% strongly agree) indicated they would attend a future game without a discount coupon. Based on the respondents who had previously attended a game, 98% (36% agree & 62% strongly agree) indicated they would attend a future game without a discount coupon. These results make a strong case for sport organizations to use a DOD for tickets in order to get individuals to experience an event. It appears that the experience of the event can have a significant influence on an individual’s repurchase intentions.



Figure 14

Questions #35a - #35f focused on patron event experience and satisfaction. Based on the data collected from all the participants, the majority of respondents felt that the quality of the event, entertainment, food and beverage, facility, customer service, and overall experience was good to excellent. The only area where a considerable percentage of the respondents (38%) felt that quality was average was food and beverage. As we know from the literature, service quality is linked to outcomes such as customer satisfaction, customer loyalty, value, and repurchase intention (Shonk & Chelladurai, 2008). Good service quality leads to higher consumer satisfaction and such satisfaction influences consumer intention to return to the event.

Discussion

This section aims to draw connections between the study’s findings and key concepts from the literature review. The purpose of this paper is to further examine the impact DOD online coupons have on the buying behaviour of consumers with a focus on repurchase intentions and the contributing factors. The study seeks to understand the relationship between the use of online coupons (the independent variable) and new consumers’ repurchase intentions and attendance at full price later in the season (the dependent variable). Additionally, the study will examine whether DOD coupons are truly bringing new audiences to the market or whether they are just attracting the same people who would attend a game without a coupon. Analysis of the findings provide better understanding of the role online DOD coupons can play with respects to attracting consumers to sporting events and having those consumers return to pay full price for an event in the future, potentially becoming loyal fans.

**The Impact of the Deal of the Day Coupons on Fan Retention:
Examining the Factors Influencing Fan Repurchasing Intentions**

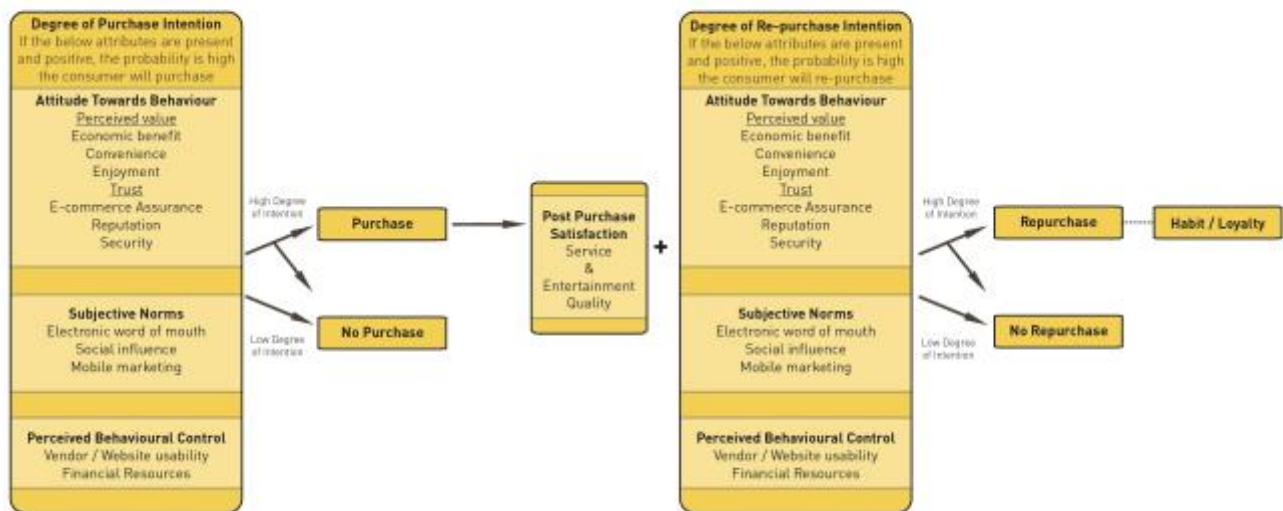


Figure 3

The TPB asserts that the best predictor of behaviours is the strength of the intention, as intentions are “assumed to capture the motivational factors that influence behaviour; they are indicators of how hard people are willing to try, of how much effort that they are planning to exert, in order to perform the behaviour” (Ajzen, 1991, p. 181). Intentions to engage in a specific action are presumed to be a precursor to behaviour. Figure 9 above, shows how the TPB plays an underlying role in fan purchasing and repurchasing intentions examined in this study. The theory is first used in analyzing consumer purchasing behaviour towards an online DOD coupon. Based on the TPB (Ajzen & Fishbein, 1980, 1985), intent to purchase and redeem a coupon is a function of three determinants: the person's attitudes toward the behaviour, the subjective norms he or she believes significant others have concerning the behaviour, and the individual's perception of whether the behaviour can be performed (i.e., perceived behavioural control). Therefore, the use of online coupons can be explained and predicted by whether or not an individual is favorable to obtaining a DOD online coupon, whether or not the individual feels socially pressured to use a DOD online coupon, and whether or not the individual feels they are in control of obtaining a DOD online coupon.

As seen in Figure 3, an individual's attitude regarding an online DOD is the combination between the perceived value pertaining to the DOD and the level of trust associated with the DOD vendor. Perceived value is associated with economic benefits, convenience, and the enjoyment one would receive from the product or service if purchased. The degree of trust a consumer has in the DOD vendor can be attributed to the reputation of the vendor and its known ability to conduct e-commerce transactions in both an effective, successful, and safe manner, ensuring that personal information is not compromised.

If the benefits or perceived value of purchasing a DOD outweighs the costs associated with the DOD, the consumer will certainly be more in favour of purchasing the DOD. The degree of certainty

that an individual will purchase a DOD can be further enhanced by the influence of others who are interested in purchasing the same DOD, or who recommend the DOD as a result of attending a similar event previously. Intention to purchase the DOD is also influenced by whether or not the consumer feels competent in using the DOD website or mobile application and if they have the financial means to purchase the DOD. The “cost effectiveness of transacting with group-buying website affects consumers’ intention to transact” (Yan & Yu, 2013, p.45). Therefore, in situations where a consumer has a favourable attitude towards the behaviour, is socially pressured to use an online DOD, and feels that they have control in the purchase and use of an online DOD, intentions will tend to be high, providing a strong indication that the consumer will purchase and use an online DOD.

The TPB is applied a second time in the study to further examine new consumers’ rate of intended repeat attendance at full price later in the season. In this context, however, the theory incorporates the consumer’s previous experience and satisfaction associated with using an online DOD coupon and attending an interuniversity sporting event in order to determine an individual’s future intention to repurchase and return. Consumer satisfaction associated with a past event, in many ways, influences the attitudes, subjective norms, and perceived behavioural control associated with future behaviour, such as attending another interuniversity sporting event. After a consumer has attended an event, the perceived uncertainty associated with attending a future event becomes significantly less, as they now know what to expect. This serves to substantiate the attitudes, subjective norms, and perceived behavioural control about the event, which, if positive, will likely lead to stronger intentions to return to an event in the future. Figure 9 above also reflects the notion that “intentions do not always lead to successful enactment of behaviour” (Conner & Armitage, 1998, p.1450) even though a consumer may have high intentions. As mentioned above, the strength of intentions are good predictors of behaviour but do not necessarily result in actual behaviour.

An underlying premise of the current study is that beliefs about privacy and trustworthiness of DOD e-commerce platforms inform attitudes toward DOD online coupon purchasing. Consumers who feel they can trust an online vendor with their personal and financial information will tend to view the vendor positively, resulting in a more favourable attitude towards using the vendor and purchasing a DOD. Vendor reputation is a factor of trustworthiness. People tend to trust others when it comes to an online environment. An online vendor with an excellent public image will have a positive impact on an individual's trust in using them and their technology. Website usability is another factor of trustworthiness. A website that is user friendly, simplistic and enables consumers to perform transactions easily will have an impact on individual trust. Additionally, the assurance associated with the security and privacy of personal information while online plays a pivotal role in the trust to technology relationship. Most people have concerns about their personal information being compromised and data being leaked or stolen. The level of trust will influence consumer beliefs and attitudes, intentions, and ultimately their behaviour.

Tapping into New Audiences

The results of the study show that online DOD coupons for an interuniversity sporting event have an impact on consumer attendance and retention. The DOD coupon was consumed by both fans who previously attended an event and new consumers. The reduced ticket price and advertising exposure associated with the DOD Groupon offer is presumably what attracted previous and new consumers to purchase. As a result, the overall impact associated with the DOD coupon can be measured in multiple ways.

One primary measurement is the number of new event customers generated by the DOD coupon. Attracting and exposing new people to an event is one of the main purposes of the DOD

coupon. Therefore, the higher the number of new event consumers, the greater the impact of the DOD coupon.

The secondary measurement is the number of returning event consumers who purchased the DOD coupon. These consumers are better able to recognize whether the value of the deal is worthwhile based on what they previously paid to attend an event and the degree of satisfaction garnered from it. It is likely that some of these consumers were intending to attend the sporting event prior to knowing about the DOD. These consumers would have paid full price, but instead, purchased the DOD coupon when they became aware of the associated savings, resulting in less revenue for the athletic program. In these instances, online DOD coupons may be viewed negatively due to the potential loss in revenue. However, other returning consumers who purchased the DOD may have had no intention to attend another event until they became aware of the DOD offering. It is likely that the DOD coupon influenced these customers' intentions to purchase, resulting in additional attendance and revenue sales that otherwise would not have occurred.

A third way the impact of online DOD coupons can be measured is by determining the number of consumers who come back or intend to come back to a subsequent event and pay full price. Based on the survey conducted with the individuals who purchased the DOD coupon and participated in the study, there is a strong correlation indicating that those who purchase the DOD coupon, attended the event, and enjoyed their experience will intend to come back to a future event and pay full price. This information is particularly useful to sport managers seeking to increase attendance numbers at events as it suggests that new consumers who attend, enjoy their experience, and become satisfied with an event will formulate positive attitudes and good intentions to experience the event again in the future. Intentions, as we know from the TPB, are strong predictors of behaviour and are all the more reason to utilize online DOD coupons for interuniversity sporting events.

Do Online DOD Coupons Hurt Business or Lead to Future Sales?

Sports organization managers are tasked with developing strategic ticketing plans to increase ticket sales and maximize revenue. This often includes several ticket options for a consumer to consider prior to making a purchase, with each option carefully crafted so as to not conflict with the other available options. Standard ticketing options for a sporting event generally start with individual game day tickets set at full price value, and further expand to include multi-ticket flex packages, group packages, and season ticket packages that provide discount pricing. Typically, the more commitment a consumer is able to make with respects to the number of tickets purchased, the more savings they are able to attain. In some instances, discount vouchers for individual events are also used, providing consumers with an additional incentive to purchase tickets and attend events.

The use of online DOD coupons offers sport managers another way to promote and sell tickets. This online method can be very beneficial as it has the ability to advertise an offering to an entirely new consumer market, and perform online transactions in an efficient and effective way. However, the concern sport managers may have with DOD coupons is that the introduction of a new discount offering can potentially cannibalize the overall ticketing strategy if not carefully planned out. This could result in a devaluation of the product or service, which could negatively impact sales and overall revenue in the short term as well as potentially in the long term if consistently used. For example, if DOD coupons were regularly available, consumers would have a tendency not to pay full price for an event but rather wait until they can get a discounted DOD. Furthermore, a consumer would likely not be interested in purchasing a flex package or a season package if they knew they could get a DOD at any time throughout the season, which could save them just as much if not more than the discount packages.

In this study, and in situations where DOD coupons are used sparingly, the DOD does not greatly interfere with other ticketing options, but rather supplements the overall ticketing strategy, attracting

both new and previous consumers to attend. This provides an immediate positive impact, increasing attendance and revenue.

The study also shows that future sales and revenue growth may be stimulated by the use of online DOD coupons, as almost all the consumers who purchased the DOD coupon and attended the event indicated that they would intend to return to a subsequent future event regardless of having a DOD coupon or any other discounted ticket.

The results from the study provide evidence to sport managers that DOD coupons can have a beneficial and positive impact on business, both immediately and long term if used appropriately. These findings counter the concern that the use of online coupons or discounted tickets will result in consumers not returning to pay full price, but rather waiting until another discounted ticket is made available to them. Based on the results from the study, sport managers should employ the use of online DOD coupons to supplement their overall ticketing strategy.

Future Considerations

This study adopted a cross-sectional research design using data from one specific event. Results from the study are preliminary and are based on a relatively small sample size of 62 participants. Future research should expand on the sample size and look to collect data from the consumers' guests. Increasing the sample size will lead to better representative data. Impending studies should also take multiple events and other sports into consideration, rather than only one basketball event. It would be beneficial to conduct a secondary follow-up survey later on in the sport season to determine if consumer intention in fact leads to consumer behaviour with respects to attending another sporting event at full price. Lastly, it would be interesting to explore how other ticketing options such as season tickets are affected by the use of regularly occurring DOD coupons.

Conclusion

With rapid growth in the development and expansion of digital technologies, online communication and retailing has become a main staple within the world's economy. This study explored the impact of DOD coupons on fan attendance and retention by first examining how many new consumers attended an interuniversity sporting event as a result of purchasing a DOD coupon, and then by analyzing the full price repurchase intentions of the consumers at subsequent events thereafter.

The results of the study show that online DOD coupons can attract new consumers to a specific sporting event as well as potentially future events. Based on this study, it can be predicted that an online DOD coupon for an interuniversity sporting event can result in attracting 30% new consumers who have never attended an interuniversity sporting event. The study also shows that new consumers who experience and are satisfied with an event will have positive intentions to repurchase and attend a subsequent event at full price.

In addition to new consumer attendance and future re-attendance intentions at full price as a result of using an online DOD coupon, an indirect impact on attendance exists through the additional exposure generated by Groupon's website and subscription lists, e-word-of-mouth, and social media. Increased promotion and advertising through these channels serves to engage others who may or may not have previously experienced interuniversity sports to attend an event.

Through this study we are able to see how various elements of the TPB can be utilized to explain consumer behaviour in the initial use of online DOD coupons and subsequent repurchase intentions at full price thereafter. The findings of the study strongly support the use of Ajzen's (1985) Theory of Planned Behaviour to understand the factors associated with initial consumer use and repurchase intentions. Results from the study demonstrate that consumers' use of an online DOD coupon is

influenced by perceived usefulness and ease of use, perceived credibility, social influence, and perceived behavioural control.

In summary, online DOD coupons have the ability to reach and advertise to entirely new target markets via the DOD vendor member subscriptions, which can draw in new people. The satisfaction a consumer has with the use of a DOD coupon and the experience associated with the product or service they purchased is a significant factor affecting repurchase intention.

Although a DOD may inherently seem to be negative for business, it may prove to be effective in the context of a carefully planned strategy by ultimately providing free advertising and serving to grow the consumer market for interuniversity sporting events. For example, introducing a DOD will likely hurt revenue as a result of fans buying the DOD rather than paying full price for tickets; however, providing the DOD expands the consumer target market, which can result in more gains with respect to overall awareness and recruitment of new fans. Although 70% of the consumers who purchased the DOD within the study had previously attended an event, it is not known whether they would have actually attended another event without the use of DOD. Therefore, the impact of the DOD cannot only be seen in the percentage of new consumers (30%) but also in the fact that it reengaged previous customers to return.

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Appendix A – Groupon Website DOD Coupon

GROUPON

HOME LOCAL Goods Getaways Clearance Coupons Women's Day Gifts

MOM with Groupon 2 DAYS ONLY! Treat Mom (or Yourself) **EXTRA 20% OFF** Last Minute Gifts, Massages, Dining & More Use Code **NOW20** SHOP NOW

University of Alberta Golden Bears and Pandas Basketball vs. UVic Vikes

Saskia Community Sports Centre

01/15/16 at 6 and 8 p.m.: Two General Admission Tickets to Pandas and Golden Bears Basketball Games vs. UVic Vikes **C\$8 C\$22** | Save \$24 Over \$3 bought

01/16/16 at 5 and 7 p.m.: Two General Admission Tickets to Pandas and Golden Bears Basketball Games vs. UVic Vikes **C\$8 C\$22** | Save \$24 Over \$3 bought

BUY!

SEE US A GPT

SALE ENDS 2 days 06:38:15

SHARE THE DEAL

In a Nutshell

GROUPONLIVE

The Pandas (women) & Golden Bears (men) return to the court to clash with the University of Victoria Vikes in back-to-back doubleheaders.

The Fine Print

Expiration varies. Limit 8/person. Valid only for option purchased. Redeem on day of game for a ticket at venue box office. Refundable only on day of purchase. Discount reflects merchant's current ticket prices, which may change. Disability seating cannot be guaranteed; contact box office prior to purchase for availability. Ticket value includes all fees. Merchant is solely responsible to purchasers for the care and quality of the advertised goods and services.

University of Alberta Golden Bears and Pandas Basketball vs. UVic Vikes
Company Website

Contact Customer Service Centre - Sales Office at (780) 482-2221 for questions or hours.

The Deal

- 95 for two general admission tickets (up to \$32 value)
- Opponent: University of Victoria Vikes
- Available dates: Friday, January 15, at 6 p.m. and 8 p.m. or Saturday, January 16, at 5 p.m. and 7 p.m. On both days, the women play first.

The Scouting Report

For the first time in more than a month, the University of Alberta's men's and women's basketball teams will take the court during back-to-back doubleheaders on January 15 and 16. The Pandas will tip off the action against the University of Victoria Vikes on both nights. Once the final buzzer on those games sounds and the refs cough a new pair of baskets, the Golden Bears will tumble onto the court for matchups of their own. Both doubleheaders will feature top players; here are a couple to keep an eye on:

- Jessilyn Fairbanks:** The senior guard has helped establish the Pandas as a top-ranked team. In her last game before December's exam break, she collected a team-high 24 points and led the Pandas to a victory over the Calgary Dinos.
- Mamadou Guye:** A former Canada West Rookie of the Year, Guye continued to set personal bests in a Golden Bears' victory on November 28. That game, he dropped a career-high 35 points on the Regina Cougars and added nine rebounds for safe measure.

ASK A QUESTION

Saskia Community Sports Centre
11810 - 65th Ave
Edmonton, AB T6G 2E1
+1780-492-2221
Get Directions

University of Alberta

Company

- About Groupon
- Jobs
- Blog
- Press
- Investor Relations
- Management Team
- In Your Community

Work with Groupon

- Join the Groupon Marketplace
- Run a Groupon Deal
- Learn About Groupon Merchant Affiliate Program

More

- Customer Support
- FAQ
- Coupons
- Gift Cards
- Gift Shop

Follow Us

Get the Groupon Mobile App

GROUPON Next one. Grow Your Business by Working with Groupon

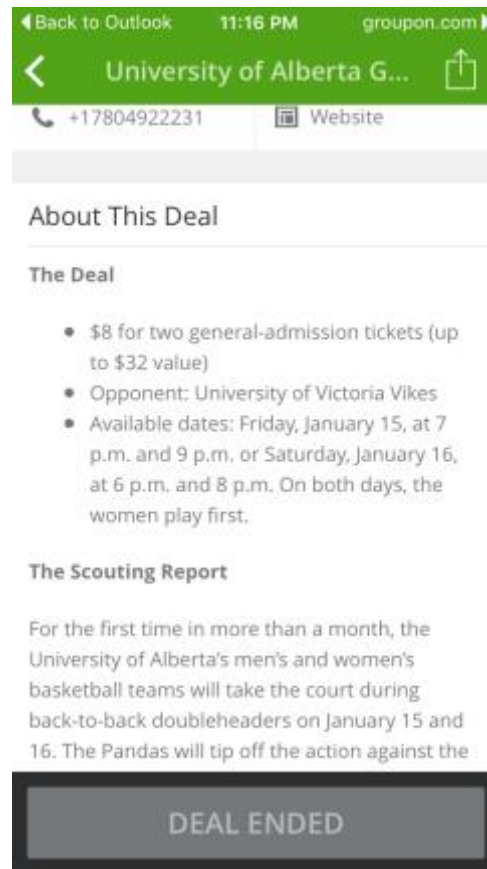
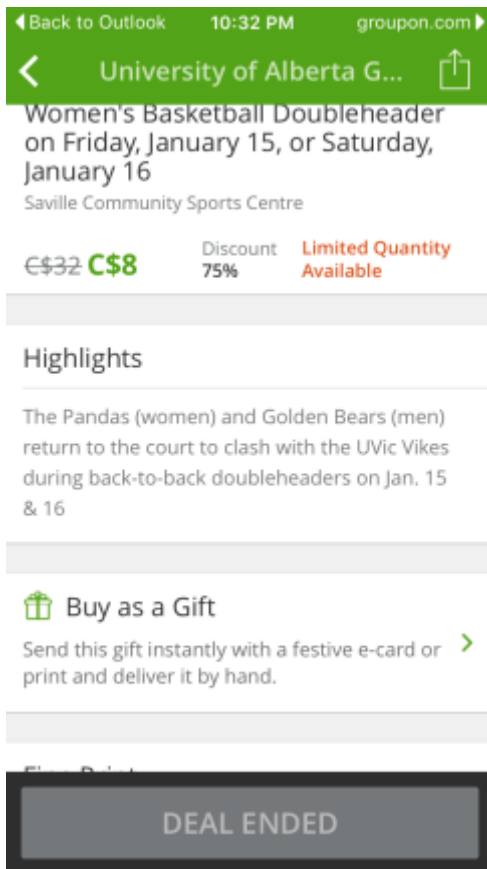
Unbeatable Deals on Mother's Day Gifts

Free great deals on gifts Mom will love at **Groupon's Mother's Day 2016**. Choose from an array of deals on **flowers and cards, jewelry and massages**, found on your gift with a personal note and one of our **Mother's Day secrets**.

GROUPON Guide for Food & Drink, Arts & Leisure, and Style & Beauty

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Appendix B – Groupon Mobile DOD Coupon



Appendix C – Information Letter & Consent Form



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INFORMATION LETTER and CONSENT FORM

**The Impact of Online Coupons on Fan Retention
within an Interuniversity Sporting Environment**

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Jon.krywulak@ualberta.caian.reade@ualberta.ca

Thank you for your interest in this study. Please read over the following information that explains what the study is about and what is involved in being a participant.

Background & Purpose of the Study

Online applications are transforming the state of coupon distribution and use in the marketplace. Group buying websites are now offering daily deals to consumers on everything including entertainment events. As a consumer of an online coupon, you are being asked to be a part of this study that will explore the impact online coupons have on business and more precisely, fan retention at interuniversity sporting events. I am in the Masters of Arts, Communication & Technology (MACT) program at the University of Alberta and this research is being conducted as part of the requirements for the MACT program.

Methodology

This questionnaire is being distributed to all the individuals who purchased the Groupon coupon valid for the first two home University of Alberta Interuniversity conference basketball events. Please fill out the questionnaire post event. It will take approximately five (5) minutes to complete. Prior to leaving the facility, please return to the table where you registered and drop off the filled out questionnaire with the researcher that provided it to you. All responses are equally important to the success of the study.



Benefits of the study

Individuals who complete the study will receive a complimentary T-shirt and will have the opportunity to enter their name into a draw for an eight game ticket package valid for any University of Alberta conference home events. Odds on winning the draw are based on total number of participants in the study. Estimated odds of winning are 1 in 50. We hope that the information we get from doing this study will help us better understand the use of online coupons as it relates to fan retention at interuniversity sporting events.

Voluntary Participation

The participation in this study is completely voluntary and you are not obliged to answer any specific question even if you are participating. Participants can withdraw at any time prior to submitting the questionnaire. Once the questionnaire is submitted, participant data can no longer be withdrawn.

Confidentiality & Anonymity

All responses will be strictly confidential and the Research Investigator will be the only individual that will have access to the data. As soon as the data from this study is consolidated, all questionnaires will be stored in a locked cabinet within a secure room for five years, after which it will be destroyed. Providing this information carries no consequences and completing the questionnaire will be considered as consenting to participate. Participants filling out the questionnaire will remain completely anonymous.

Further Information

The plan for this study has been reviewed for its adherence to ethical guidelines by a Research Ethics Board at the University of Alberta. For questions regarding participant rights and ethical conduct of research, contact the Research Ethics Office at (780) 492-2615. This office has no affiliation with the study investigator. This project is not funded.

Thanks for your interest in this study. We appreciate the time you have taken to read this information letter and fill out the questionnaire. If you have further questions regarding this study or your participation in it, please contact the investigator.

Appendix D - Questionnaire

Questionnaire

Part 1 – Screening: Please tick an appropriate box where applicable.

1. What is your age:
 Under 18 18-25 26-34
 35-44 45-59 60 or above
2. Who are you attending this game with? (Check all that apply)
 Spouse/Partner Kids(s) Friends Co-workers
 other (please specify) _____
3. Have you previously attended a University of Alberta interuniversity basketball game?
 yes no
4. Have you used Groupon before to purchase a discount voucher?
 yes no
5. Have you ever previously purchased a Groupon voucher for a sporting event?
 yes no
6. How long have you been a customer of Groupon?
 < 1 month 1 - 6 months 7 -12 months
 1 – 2 years > 2 years
7. How did you hear about this Groupon offer? (Check all that apply)
 Spouse/Partner Social Network (Facebook or Twitter) Groupon Website
 Friend Co-worker Radio Newspaper
 other (please list) _____

8. Who did you share this Groupon offer with? (Check all that apply)

- No one
 Spouse/Partner
 Social Network (Facebook or Twitter)
 Friend
 Co-worker
 other (please list) _____

Part 2 – Please circle an appropriate answer based on your experience in using Groupon. Please answer the following questions by selecting only one option in each case

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
9. I am familiar using Groupon	1	2	3	4	5
10. I'm comfortable in using Groupon	1	2	3	4	5
11. My friends' and relatives' opinions about Groupon are important to me	1	2	3	4	5
12. My friends or relatives often recommend Groupon vouchers to me	1	2	3	4	5
13. When I see a coupon, I feel I'm getting a good deal	1	2	3	4	5
14. Groupon helps me save money	1	2	3	4	5
15. Redeeming a coupon makes me feel good	1	2	3	4	5
16. I utilize Groupon vouchers because it is convenient	1	2	3	4	5
17. Utilizing a coupon is too troublesome for what it is worth	1	2	3	4	5
18. Overall, my experiences with Groupon has been positive	1	2	3	4	5
19. In my opinion, Groupon has sufficient safeguards to protect customer information	1	2	3	4	5
20. I feel assured in the privacy policy and measures Groupon carries	1	2	3	4	5
21. I feel comfortable conducting online transactions with Groupon	1	2	3	4	5
22. It is easy to interact and process information in Groupon	1	2	3	4	5
23. In my opinion, Groupon is favorably regarded	1	2	3	4	5
24. Groupon is well known in the online community	1	2	3	4	5
25. Groupon has excellent public image compared to its competitors	1	2	3	4	5

26. Groupon is reputable for offering quality information and services	1	2	3	4	5
27. I am comfortable purchasing discount coupons from Groupon	1	2	3	4	5
28. Groupon is able to perform the online transactions as customers expect	1	2	3	4	5
29. Groupon is a great way to experience products or services I would not otherwise try	1	2	3	4	5
30. If I see a coupon, I feel that the product/service must not be very good or it would have been sold at full price	1	2	3	4	5
31. When I see a sporting event coupon, I feel that the ticket must not have much value	1	2	3	4	5
32. I would recommend a Groupon discount for an University of Alberta interuniversity basketball game to friends and relatives	1	2	3	4	5
33. I would have attended an University of Alberta interuniversity basketball game without an online discount coupon	1	2	3	4	5
34. I will attend a future University of Alberta interuniversity basketball game without a discount coupon.	1	2	3	4	5

35. Part 3: Please tell us about your experience at today’s event by rating the following:

	Poor	Fair	Average	Good	Excellent
Quality of event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of food and beverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the facility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for your participation in this study.

Appendix E – Questionnaire Responses

