

The Key Role Coupons Play in Retail

Many consumers will browse through print ads, online ads and even social ads to find a good deal

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Consumers are always on the lookout for a good deal.

In fact, in a March 2018 survey from [Valassis](#), in conjunction with [The NPD Group](#), many mentioned looking for coupons during different stages of the shopping process, whether it was something they planned to buy (42%), something they actually didn't intend to purchase (26%) or even a coupon that "planted a seed" in them to shop (25%).

So it's not surprising that seeing a retailer's print or online ad encourages potential purchases. Some 44% of internet users said it does, with millennial and millennial parents surveyed more likely to feel this way.

US Internet Users Who Are Encouraged to Make a Digital Purchase from a Retailer After Seeing Their Print Ad, by Demographic, March 2018

% of respondents in each group



Note: millennials n=427 ages 19-36; millennial parents n=220 ages 19-36 with children under age 18; total n=1,280 ages 18+
Source: Valassis, "Awareness-to-Activation Study" in conjunction with The NPD Group, July 10, 2018

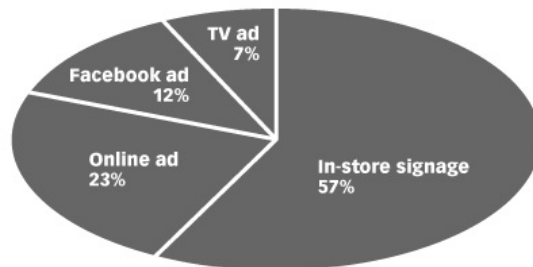
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And it's not just print or digital ads that get a consumer's attention.

In a May 2018 survey from mobile coupon solution provider **CodeBroker**, the largest share of US coupon users said they would likely respond to a coupon offer they saw on in-store signage, cited by 57% of respondents. Other types of ads, like a Facebook ad (12%) or TV ad (7%) also encourage this kind of behavior.

Primary Type of Ad that Would Encourage US Coupon Users to Respond to a Coupon Offer, May 2018
% of respondents



Note: ages 18+; numbers may not add up to 100% due to the exclusion of radio ads, which are <1%
Source: CodeBroker, "2018 Mobile Coupon Consumer Research Results: How today's shoppers want to acquire, store and redeem coupons," June 12, 2018

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Coupons are a great tool to not only drive planned purchases, but impulse ones as well. This mirrors findings from a January 2018 survey from **Inmar**, where nearly four in 10 US grocery shoppers said they had **bought more than they intended** because of a good deal.