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Exploring the Impact of Social Coupon Shareability on Consumer Behavior

Identifying Key Factors Influencing Coupon Sharing Decisions

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Organizations today confront various challenges due to the rapid transformation of the world. Researchers have noted that promotion is a crucial aspect that helps create a favorable image of the organization and contributes to its success compared to its competitors (Collins-Dodd & Lindley, 2003; Raghubir, 2004). Therefore, organizations need to focus on effective promotion strategies to enhance their visibility and reputation in the market (Collins-Dodd & Lindley, 2003). As the use of digital platforms expands, it is increasingly important for brands to use these tools to try to reach their target customers (Gupta et al., 2021).

Although the direct impact of social media on consumer behavior (Mohit et al., 2022) specifically sharing decisions has been extensively studied, additional research is required on how businesses might create promotional incentives to benefit from IT-enabled social sharing (Sun et al., 2021). Previous studies on IT-enabled social sharing have mostly concentrated on the experimental investigation of information sharing among customers on websites like Groupon (Sun et al., 2021). This article looks at how consumer decisions are impacted by online shopping discounts and promotions. We examine social media promotions on travel packages and investigate how customers' empowerment and desire to purchase or share are impacted by social coupons.

Methodologically, using a survey questionnaire, this study enriches the existing literature by integrating a framework for consumer behavior analysis, which can serve as an ideal for business strategists in making efficient marketing strategies, particularly in the sphere of social promotions.

In conclusion, the insights derived from this research are instrumental in advancing our understanding of the dynamics of shareability in consumer behavior and in shaping astute marketing strategies in the digital domain. Based on the social coupon promotion theory, this study expands our understanding of the role of organizations in designing more effective incentive campaigns to take advantage of the power of social media and word-of-mouth marketing. Also, this research affirms that in the case of social coupon promotions, the extent that individuals are interested in making online social relationships can shape their behavior differently.

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