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Attitudes Toward Discount Coupons and Their Use in a Rural Community

Ron Larson

Between 1984 and 1999 the number of discount coupons distributed increased by 41 percent from 181 billion to 256 billion. According to NCH Promotional Services, during that 15-year period coupon distribution peaked at 310 billion before starting to decline. Besides changing distribution patterns, manufacturers have shortened the period before coupons expire. These changes have contributed to a reduction in the redemption rates for many

types of coupons and may have affected consumer attitudes toward coupons. This research compares the results of two surveys about consumer coupon usage and attitudes toward coupons in a rural community, one conducted in 1984 and the other in 1999. Linkages between coupon use, shopping list preparation, and store loyalty will also be examined.