

Coupons as an instrument for manufacturers of consumer goods to achieve customer loyalty



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Reviews

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COUPONS AS AN INSTRUMENT FOR MANUFACTURERS OF CONSUMER GOODS TO ACHIEVE CUSTOMER LOYALTY

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Grin Verlag Feb 2012, 2012. Taschenbuch. Book Condition: Neu. 211x146x7 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2008 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 1,0, University of Applied Sciences Brandenburg, language: English, abstract: If you ever take a trip to the USA and visit one of those giant supermarkets, the first thing you will recognize as soon as you get to the cashiers is consumers giving slips of paper to them. The cashiers would scan those slips of paper and the total amount of the consumer's grocery payment will be reduced immediately. Those slips of paper are called coupons and have been very popular in the USA for many years. Meanwhile, coupons enjoy also a great popularity in Germany but still without such a spread as in the USA. In today's world many changes, especially such as the current financial crisis, give marketers the reason to restructure their marketing strategies. They know that consumers not only try to save as much money as possible, they also have much more brands and products to choose of today. As a form of sales promotion, coupons are an excellent way to attract consumers to purchase more products without having reduced the general price level. But more importantly, they are a very effective way to achieve customer loyalty and marketers know that long-term customer loyalty is more important than ever before to maintain success on the market. This research paper will introduce you to the study of couponing an important marketing instrument that is capturing the market everywhere in the world. It explores how manufacturers of consumer packaged goods (CPG) benefit from couponing in regard to their achievement of customer's loyalty....

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