The Study of Government’s Policy of Issuing Consumer Coupons in Taiwan

Chien-Chih Lee
Institute of Operation and Management, Kao Yuan University
chien2@cc.kyu.edu.tw

Abstract

As the global economic downturn from the beginning of the financial tsunami, a gradual reduction is in consumption. The Government aims to stimulate economic recovery. The researcher hopes to understand the policy of issuing coupons how to avoid the boom into an economic recession. In accordance with the survey of a research, 78% people have received about five people into seven coupons for the second release in favor of attitude. The majority of counties and cities of the consumer launched discount coupons including food, clothing, housing, transportation, education, music, closely related. The institutional level to the strategy of the coupons is diverse. 75% consumers consider that the coupon can be revived the economy certainly results. It is a very high efficiency. They hope that the Government will release the second wave of coupons.

Keywords: consumer coupons, economic recession, financial tsunami, consumer behavior, strategy
1. Introduction

Background of the study

As the global economic downturn from the beginning of the financial tsunami, a gradual reduction is in consumption. Investment and the market demand are reducing. In addition, enterprises are streamlining spending. Layoffs and unemployment reached a new high. In order to increase public's purchasing power the Government could provide adequate funding. The researcher hopes this can save the financial tsunami waves brought about by an economic slump. Government is also the time for issuing coupons to stimulate the private sector in general consumption, and encourage people to spend more. The researcher hopes to understand the policy of issuing coupons how to avoid the boom into an economic recession. The Taiwan government aims to stimulate economic recovery.

The motivation of the study

Coupons after the implementation of policies for the country's overall economic impact is reflected in the two main statistical data is the first for which the gross domestic product GDP, the second for the GNP or gross national product. Stimulating private consumption will help to enhance economic growth, and the Government pay the amount of 82.9 billion coupons of all the people in the pre-done GDP13 my 97 trillion annual output value of more than NT, the downturn in the economy back to about temperature of about 0.64%, the a motive.

Understanding of these consumer businesses earned coupon is what the benefits of such a strategy can occur, this is the second motivation of the research.

In order to understand the consumer coupons for the views and feelings, after consumers have used most of these coupons into the industry which the analysis of some data, from which consumers can understand the government's intention to implement the second paragraph coupons payment of view; this is the third motivation for this study.

The purpose of the study

1. Government's policy for issuing coupons and coupons are issued, the overall GDP by the technology and whether it will affect the job market?
2. Business-to-consumer strategy and the use of coupons and how effective they are?
3. After the inflow of issuing coupons which industry, consumers and satisfied with the issuance of coupons to the second view?

2. Literature Review

Keynesian theory

In Keynesian theory which advocated that the "demand to create supply" and strongly in favor of "government intervention." When the market failure in the operation of the market mechanism can not fully achieve the optimum Plato, then the Government should intervene, because the voluntary consumption and investment spending caused by changes in business cycle is a major factor. Therefore, the Government should take the initiative to the method of intervention in the economy to use expansionary policies (demand) to stimulate consumption, as well as the use of reverse circulation to adjust its economy to achieve full employment.

The first case of Japan

Japan in 1999 and twice in October last year, issuing coupons, Qualcomm Japan Economic Planning and Statistics Office in 1999, coupons are issued only to create about 2,000 billion yen in GDP, only 0.1 percent of GDP. Government to issue coupons to stimulate consumption, expanding domestic demand, the revitalization of Japan's geographical vouchers showed that the revitalization of coupons issued by the increase in the consumption limit for the use of the amount of 32 percent, while the remaining 68% are saving up, the policy of the GDP increase about 0.1% of personal consumption. Why the poor results are? The key lies in the user did not increase consumption, the majority of people choose to save, in addition, with the terms of row-rich, resulting in unfair controversy; to stimulate the revitalization of coupons, although some expenses may offset the amount of the original may be the consumer, which is below expectations.

Theory of consumer behavior

According to the theory of consumer behavior shows that consumers do before the final purchase decision, there will be a number of acts or activities to provide information for their decision-making, a process known as "consumer decision-making process." Therefore, if the marketing of research on consumer behavior, will be able to use their discovery to the impact of the variables of consumer purchase decision-making which, of course, after the control of these variables, will enable marketers to better understand
consumers, and to develop more suitable The marketing strategy to promote the development of their business.

3. Research Analysis

Base on literature reviews and survey, the results of the research questions are as follows:

1. Government's policy for issuing coupons and coupons are issued. Would the GDP and the overall economy affect the job market?

Between international oil prices continued price volatility, and the United States of establishing another, Lehman Brothers in Arms move under the influence of the debt crisis, the Taiwan crisis in 2008 the economic situation. This year, the government policy in order to revive the economy and put forward the response to the program, including 85.7 billion Yuan for issuing coupons. Expanding domestic demand and consumer coupons is based on the theory-minded, based on Keynesian theory, when the economy faced recession and the panic occurred, consumption will be frozen, leading to further deterioration in the economic vicious circle. Therefore, the Government hopes that by issuing coupons to stimulate people's basic consumption,

Consumption expenditure increases by the effect of Economics called the "multiplier effect", Taiwan's consumer spending multiplier greater than 1, meaning that consumption of 1 Yuan each GDP growth will be driven more than 1 yuan, 82.9 billion yuan into the Government's coupons bring the economic benefits of more than 82.9 billion yuan absolute. Taiwan's private consumption last year, 7.16 trillion, about 7.3 trillion this year; Although few seem to 82.9 billion yuan, but through the multiplier effect, will stimulate private consumption and further promote economic growth. Taiwan Institute of Economic Research, director of economic forecasting Miao said that the issuance of coupons for next year's contribution to the economic growth rate is not small, will exceed the Government's estimate of 0.64%.

Securities can stimulate consumption and the underprivileged people in the middle class consumer will, on the other hand, through the forced consumption of the design, development of related industries, to create a virtuous circle, while avoiding the phenomenon of deflation. Issuance of coupons are just New Year coincides with the period, the increased demand for temporary workers, short-term expansion of employment; Therefore, the recent, short-term effects are temporary, but in the long run, no increase in the job market.

2. How effective institutions and business-to-consumer strategy and the use of coupons
they are?

Eight coupons dozen billion dollars are stimulating the implementation of economic policies to fight the people. Until now many businesses have been racking their brains and big firms get the consumer machine and tailor for the exclusive program.

Value for money on the premise that, over eating, clothing, shelter, transportation, education teaching, six major areas of entertainment, the industry provided by the program too much, so this study was to give each of the three reference fields program, benefits will each give an example to the analysis of this study.

Coupons paid by the Government's policy to promote Taiwan's counties and municipalities to launch a number of local governments and all walks of life "to the consumer coupons, which can have preferential activities" of the message, so that consumers can use a large number of messages to the consumer. Some counties and cities of the consumer launch of discount coupons and car of the draw, consumers can try their luck; while the majority of counties and cities of the consumer launch of discount coupons and have food, clothing, housing, transportation, education, music, closely related. To Taichung City, the consumption of more than 3,000 yuan or above, consumers can participate in the luxury SUV and a lucky draw activities, as there are so coupons to maximize results.

● The institutional level to the strategy of the coupons (in Taiwan's municipal, provincial cities and some provincial cities as an example)

<table>
<thead>
<tr>
<th>Israel to tactics to consume the certificate in aspect in organization * Regard having jurisdiction over the city in the municipality directly under the Central Government, city under the jurisdiction of the provincial government and some counties of Taiwan as the example) Counties and cities</th>
<th>Reward</th>
</tr>
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<tbody>
<tr>
<td>Taipei</td>
<td>Consume full more than 300 yuan can draw a lottery, 1,000 10,000 gift token, 1,000 panda free visiting ticket and 1,000 worth more than 5,000 yuan north city characterized prize. The first 5,000 people of consumption can also obtain 'quick worker's gift'.</td>
</tr>
<tr>
<td>Kaohsiung</td>
<td>Give 10,000 shopping ticket, take 300 out per month, hold, consume certificate cooperate with special discount voucher get, appoint shop do shopping 50% discount off of enjoying.</td>
</tr>
<tr>
<td>Keelung</td>
<td>Costs 500 yuan for one each time to consume the certificate, send and make a note wild with joy.</td>
</tr>
<tr>
<td>Hsinchu</td>
<td>People can consume, ask for, collect some Carlos to business place, ask hotel owner log-in consumption amount of money and build house unified serial number and shop chapter, collect full 3600 change one draw a lottery certificate, and so on and so forth. The reward includes 1000 great chesses and five echelon lottery draw of small pen electricity.</td>
</tr>
<tr>
<td>Taichung</td>
<td>One 50 level ground luxurious house, three more than of 2400CC's Sues travel car, consume all over more than 3000 yuan can draw a lottery.</td>
</tr>
<tr>
<td>Chiayi</td>
<td>Envision and draw a lottery, the prize has car, gold.</td>
</tr>
<tr>
<td>Tainan</td>
<td>Every profession and trade of Nanshi introduce the favourable special project that the specific hotel owner consumes the certificate.</td>
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### The aspect of enterprise of Israel, to the tactics consuming the certificate

<table>
<thead>
<tr>
<th>Classification</th>
<th>Scheme</th>
<th>Tactics</th>
<th>Benefit</th>
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<tbody>
<tr>
<td>Food</td>
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<tr>
<td>1) Kentucky</td>
<td>Consume 200 yuan fully and send 40 yuan, about twenty percent discount.</td>
<td>Tactics one: Buy and limit the amount of money and send and convert into money the certificate, and when the discount certificate presented will be consumed next time by consumers, let consumers sustain and consume to this hotel owner again.</td>
<td>Take hotel industry as an example</td>
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<tr>
<td>2) Like buying</td>
<td>Will establish and consume the certificate prefecture, include the oil, rice people's livelihood articles, can buy the goods at 6000 yuan to consume 3600 yuan of certificate to use.</td>
<td>Tactics two: Provide good service, exempt and charge more extra charge. Use is the tactics of after-sale service.</td>
<td>The brilliant hotels of China of the hotel industry point out, after consuming the certificate and releasing, utilization benefit is better than expected; The achievement becomes longer by about twenty percent than general Sunday.</td>
</tr>
<tr>
<td>3) Pizza hut</td>
<td>Use and consume the certificate and consume 500 fully and send 500 special discount vouchers, full 300 is sent outside and served freely without exception.</td>
<td>Tactics three: Use the certificate of use of the goods, impel consumers to sell the will of the fee more.</td>
<td></td>
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<td>Tactics four: Establish and consume the certificate prefecture, can attract consumers' attention.</td>
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| Extra                |         |         |                                              |
| Taipei               | Hold north county consume full 3600 more than invoice or consumption it proves to be can to county office or common to ask for, draw a lottery certificate, Grand Prix is more than 3 million gold numerous two of market price the most. Each draw a lottery certificate counter foil, can set up, visit rest garden once to north county Ren County free. |                                             |                                             |
| Peach garden county  | Ten times of good health are great: The people of consumption of garden county of peach are all lottery-attached that every one gets, can buy 36,000 best possible merchandises made in Taiwan and peach garden with the consumption certificate of 3,600. |                                             |                                             |
| Miaoshu county       | 500,000 yuan for 10 cars, till April 30, it shaves 1 happy certificate exchangeably to consume 5000 yuan fully in the county from January 18, can also participate in the car and draw a lottery if not adding the certificate of color of the award. |                                             |                                             |
| Taichung             | Single one is consumed the invoice at more than 1000 yuan, can draw a lottery in the whole year. Draw a lottery once per month, single monthly prize is worth 2 million yuan, the first prize is a west car of 1600 the west. |                                             |                                             |
| Melt in the county clearly | Consume more than 5000 yuans can participate in, draw a lottery, reward, including 2 30 level ground person Zhen Lin expand city plan area 6 million yuan worth of land by the 30 Green garden dish, specially strong in examining completely, etc.. |                                             |                                             |
Clothing
EASY SHOP Consume 3600 yuan of normal product, it is worth 5000 yuan that can consume.
2) Thin leather shoes of A Hold and consume certificate 3600 and buy shoes, 360 yuan without exception for second pair.
3) Trousers king Hold, consume certificate to be full to 3600 give, 3600 convert into money certificate, the quota is given the suitcase.

Tactics one: Quota gift, tactics this can draw high guest unit price, let each consumer valuable sense.
Tactics two: Consume the normal product, let the denomination of 3600 yuan consume the certificate and buy the goods which exceed its value.
Tactics three: Consume certain amount of money, can get the certificate of use, this tactics are for enabling customers to consume to the doorstep again.
Tactics four: The quota raises the price to purchase. This tactics are for raising the unit price of guests.
Tactics five: Make the fixed price up. For example, buy one piece 390 three piece 1000, can draw high guest unit price, can let consumer feeling to answer fare of having etc..

Takes general merchandise industry as an example
For purchase will to irritate people, the Far East general merchandise until ‘consume certificate preferential item rush to purchase the activity’, hold 200 consume certificate, have an opportunity, get to one hundred consume the certificate far 3600. One hundred points out far, nearly to use the proportion of consuming the certificate and doing shopping have thirty percent within one day in the board bridge, estimate and consume the certificate and release the first day in advance, one hundred far whole achievements of board bridge grow up and exceed twenty percent.

Live in
1) Good fortune China of Kun Ding Enjoy the meal and afternoon tea in morning and evening, original price is 9000, hold and consume 3600 yuan for every room of certificate.
2) Kaohsium Grand Hotel Hold 3600 yuan and consume the certificate, two people counterparts can get accommodation for two nights, value 13200.
3) Know this master Hold for 3600 two days and one nights availables, original price is 7800+ ten percent service charge.

Tactics one: Discount fight, fix the price and draw high, can nearly enjoy the half-price discount to consume the certificate to hold, attract more consumers.
Tactics two: Purchase prices jointly. For example: Double counterpart and can with consume certificate 3,600 get accommodation two late, value break ten thousand room.

Take second family property of the room as an example
The house market, the warm sign that buy, have, answer while being angry recently. The building trader offers and consumes the favourable scheme of the certificate too, can save 400,000 yuan at most partly. The trade achievement of the real estate is long and red during the Spring Festival, the industrial and commercial Times reports, see the number of people of the room is increased sharply, the far grand enterprise's group sells the house at 1 billion yuan in 9 days, first mountain forest advertisement sells 700 million yuan.
1) Gao Tie  Consume certificate purchase ticket amount of money full 500, give standard carriage check the number " appointing half price of use to take advantage of the ticket first convertible note " and so as to analogize of flat.

2) Hua Hang  The first wave opens 100 planned numbersnt of money full 500, give standard carriage check the number " appointing half price of use to take advantage of the ticket first convertible note " and so as to analogize of flat. It can be enjoyed and rolled over in order to consume the certificate with 3600 yuan to 5000 yuan one ticket that the second wave is favourable.

3) Luo's passenger traffic of Kazakhstan  Keep four people alone free counterpart have, go back, count ticket buy, 10 send 2 off, with consume certificate purchase ticket pay and then favour of 15% discount.

Breed and teach 1) Bright work culture and education Every subject is made up only 3600 for 3 months for each one, need only 1200 yuan averagely per month. 2) Master's computer  To receive a training and support $7200 now by consuming certificate 3600.

Tactics one: Promote at a low price. For example: The original price is relatively high, consumers may choose other substituting ways to reach the purpose, but such tactics can improve the consumer taking rate. Tactics two: Discount fight, can buy the goods or ticket of equivalence more than the money of less amount of money of original price.

Take auto market as an example  The new car was listed and counted declining 30% in the year before last last year. Under the circumstances that the government consumes the certificate and new car excise to roll over the policy which support 30,000 yuan and encourage, the sales volume of new car of the last week the Spring Festival of the lunar calendar produces a large amount of of 15,000, heighten 1.5 times before buying and implementing angrily more than the policy, the sales volume of new car tops 21,000 in January. Count according to the data of the Ministry of Communications, since last July, the sales volume of new car of single moon has topped 20,000 vehicles of high point for the first time.

Take visiting industry as an example  According to data announced on February 2 of travel agency of Ministry of Communications, the whole country visited and travelled the total person of the regional travel last more year on the Spring Festival of 2009 vacation (2008) Visitor's number becomes long about 92%; Than the year before last ‘ 2007)Grow up 11.2%, create tour output value reach 22,500,004,000 or over ten thousand. It is about 850,000 persons that 23 of whole Taiwan visit total of
1) Sword lake mountain Ticket so long as one consume 500 of certificate can enter into the playground.
2) The name grows the travel agency Japan walks for more than four days, uses and can support 6000 yuan to consume 4000 yuan of certificate at most.
3) La New bear Use the consumption certificate at 3600 yuan, can get La New bear's team and include the nonlocal home court 25 times inclusive than Simon's ticket convertible note in the host field in 2009, can regard promoting as the gold card member too in year of La New bear team, the favour of enjoying the routine match exclusive seat keeping and outfield of home court and marching into the arena free even.

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Tactics one: To obtain the member's qualification, enjoy the advantage of exclusive member by using consuming the certificate.

Tactics two: Can use and consume the certificate to substitute cash payment, make the favour of price differential of the middle price.

Person of visitor during the Spring Festival of amusement park, invited and relatively grew up 54% at the same period last year, the total turnover was about 510 million, invited and relatively grew up 38% at the same period last year; In addition is consumed the certificate and stimulated the effect, it account for about 27% of average turnover of the garden consuming the certificate for the people to use, it is even more than 75% that the single garden is the highest.

Line from the top of the program strategy for the industry are pleasing to one of the industry as an example, on food in the hotel industry as an example, Grand Formosa Regent Taipei hotel industry pointed out that after the issuance of coupons, the use of effective and better than expected, than the average meal situation Sunday into a growth of about two; clothing respect to department stores as an example, one day to use coupons as the proportion of about 3, the first day of issuing coupons, Panchiao far the overall performance of 100 growth than the average Sunday as more than two; live regard to agent industry as an example, the recent buying back some of the signs of temperature. Are also provided as part of the consumer discount coupon program, up to
save as much as 400,000 yuan; line connection to automobile market as an example, under the impact of the global financial tsunami, a whole year last year, listed a number of new cars over the previous year three into recession. However, in the consumer goods coupons and new tax allowance of 30,000 yuan policy, sold 15,000 out of a large number of buy gas than before the implementation of the policy increased 1.5 times, new cars sold in January 21000; Entertainment aspects of the tourism industry was as an example, the Tourism Bureau under the Ministry of Communications on February 2 released data show that the Lunar New Year holidays in 2009 the national sight-seeing and pleasure than the total number of tourism last year (2008) the number of visitors to grow about 92%; over the previous year (2007) growth of 11.2%, to create tourist value of 22.5 billion more than 4 million. From the above data analysis, on the whole industry more than the payment of the benefits of coupons are waiting an average growth from 20% into 40%are many, so the Government's policy for issuing coupons for the industry is beneficial.

3. Whether the consumer was satisfied with the payment coupons after which the inflow of the secondary industry and the views of issuing coupons?

Consumers want to receive coupons in their hands than the original value of 3600 yuan paid by the Government and would also like to add value to a consumer to maximize the value of coupons. According to 1111 Job Bank survey one month after the implementation of coupons, there are still 2 percent of the respondents have not yet used (including non-receipt). The main reasons include better and did not see the right concessions could not find the item consumers want to consumption; coupons have been used in the group, the 53% have full use of the five percent increase in consumption due to coupons, with an average spend 4,500 yuan, a rejection into three encountered the case of coupons, there is one in a cash-for-consumer coupons or coupons for the case of cash;75% consumers considers that the coupon can be revived the economy certainly results.

Fifty three percent of consumers use in all parts of the main projects are the daily life of consumer products (56.55 percent), clothing accessories (27.91%), catering / food (23.38%), 3C hardware and software (15.54 percent), Chinese New Year with hands (14.2%). 38.8% have been users with preferential use, the average of 1804 yuan to make the concessions, 8.19 percent more to make the concessions more than 3600 yuan; In addition, 54.1 percent because of increased consumption of coupons, the average increase in consumption of 4548 yuan.

According to the poll Yahoo Center, there is in favor of the second policy issued
coupons to achieve the objectives of economic growth rate in this survey, about 10,000 votes in an effective poll showed that about five people is very much in favor of the (approximately 4640 votes), about one percent of the population is still in favor of the motion (about 1,243 votes), one in three people not in favor of the motion (about 1402 votes), there are two percent of the population is not in favor of (2999 votes); we can see about five people into seven coupons for the second release of the hold there is optimism, but also agree with the Government to release the second wave of coupons. Besides the remaining four percent of people opposed to the voice of the holder. It may be because they believe that only a short-term issuance of coupons to stimulate the economy, to achieve improvement in the economy as a whole or to the need for long-term fundamental policy, and as high as 46.42% of the reason that the respondents should be maintained or less than 3600 yuan.

4. Conclusion and recommendation

Based on the above research and analysis, Taiwan's issuance of coupons than in Japan, and benefits better than Japan to see the view, more available, significantly enhance the industry in Taiwan. Taiwan's economy and create more and better success in the industry in order to coupons provided by a variety of programs to promote more consumer spending, coupled with the Government on the companies and consumers increased, more so that the coupons are paid to play a more effective program to enable greater efficiency, so that the effect of multiplying more apparent. However, analysis of the Taiwan market profile, consumer coupon policy to stimulate consumption of the effectiveness remains to be seen, ibts estimated by the impact of economic downturn, together with the estimated consumption of coupons to stimulate consumption of relatively limited effectiveness of a matter of fact, Taiwan's total retail sales in 2009 3.16 trillion, yoy-3.0%. Access of small and medium industry will face severe tests, "the larger the greater the" trend will be beneficial to the leading factory in Taiwan in 2009 to poor demand for the retail market, the majority of the performance of channel operators will be affected, particularly in the recession of the macro-environment, by small and medium-sized businesses have to face the business will become even more stringent test, the industry continued to move towards "the larger the greater the" trends. Therefore, the overall view, there is still room for growth and progress.

In accordance with the survey of 1111 Job Bank, there are still two percent of respondents have not yet used (including non-receipt). 78% people have received about five people into seven coupons for the second release in favor of attitude, also hope that the Government will release the second wave of coupons. There are 74% is certain to
revive the economy the effect of the level of consumer opinion. It is a very high efficiency, but also to assess the current Taiwan government, the needs assessment can be divided into the following points, a second payment of benefits into the assessment; Second, if the second payment of coupons, the amount paid; three coupons in the second release in terms of the need for Fu Pai; Then, the need for There are complementary measures. After all, the implementation of this policy is short-term coupons to stimulate the economy immediately, there is no complete cure, it is necessary to economic recovery, and the global financial impact is also another great factor in the discussion.

Therefore, the study from the above analysis shows that all levels of the majority is in favor of the Government issued a second consumer coupons, and hope the second time the effectiveness of coupons issued to release results over the first high, reaching the highest coupons policy benefits.

References