

A Study on the Influence of Age on the Acceptance of Sodexo Coupons

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ABSTRACT

This study was conducted in Mumbai to understand the acceptability of sodexo coupons across different age groups. The purpose of this study is to understand whether the people using sodexo coupons are aware of the tax benefits gained after using those coupons. Sodexo is a familiar name for food lovers. People can buy food and beverages in exchange of these coupons. Most of the times this coupon is provided by the company in which you are working with the help of Sodexo group. The research has been carried out to understand the acceptability of sodexo coupons by different age groups. The research provides detailed analysis about the attitude of different age groups towards sodexo coupons. Data was analyzed with the help of statistical tools and establishing relationship with different demographic variables. The research helps in identifying the acceptability of sodexo coupons by people of different age groups. It further helps to identify the average age of people using sodexo coupons. The research should be referred to understand the attitude of people in respect to the acceptability of sodexo coupons. A strong relation has been observed between people of different gender, age groups, income level and their attitude towards acceptability of sodexo coupons.

Introduction

Sodexo coupons enable the company to provide meal benefits uniformly to all the employees across India. It motivates the employees to earn tax benefits after using sodexo coupons. Sodexo coupons provide the employees with choice and flexibility in their daily meals. This study focuses on acceptability of sodexo coupons by people of different age groups. The research also provides the data about the usage of sodexo coupons in Restaurants, Shopping & Gifts.

Literature Review

Sodexo Coupon is a pre-paid voucher with a face value in Indian Rupees (INR), which can be used to pay for an equivalent value of food & non-alcoholic. Sodexo Coupon is a benefit that offers you the freedom to pay for a meal of your choice and the flexibility to use it at your convenience. The benefit of sodexo coupons can be instantly used in daily life to pay for your food & beverages. This voucher remains the property of Sodexo and is not transferable. If a voucher is lost or stolen, sodexo will not be liable for replacement or compensation.

Paper vouchers have been used to reward staff or pay benefits for decades. Instead of giving cash to employees, company pays the amount to Sodexo to the employees by printing coupons for this amount. Employee takes these coupons to stores/restaurants which accept them, uses these as currency instead of cash. Shopkeepers later redeem these coupons from Sodexo for cash.

From the day Sodexo gets cash from companies and till the date they reimburse the amount to shopkeepers, Sodexo will have this entire amount, without paying any interest. This duration can be as long as 12 months at times. The amount of cash Sodexo gets at its disposal because of this scheme, from lakhs of employees from thousands of companies runs to billions of
dollars and thus Sodexo will be one biggest beneficiary in this whole mechanism, as against employees, which was the original intention

All coupons come with an expiry date. If not used, lost or damaged, employee effectively loses on that amount. With Electronic cards, processing becomes faster. Which means Sodexo will have to reimburse money to shopkeepers much faster (no time required for collecting and processing these coupons manually). Migrating to a smart card based system is the best solution to all stakeholders, except for Sodexo.

Customer may also buy stuff on impulse and may end up buying stuff one need not really want. The expiry date of the coupons also puts customer in a hurry to use the coupons somehow. Shops don’t return change when you pay by higher denomination coupon. Thus customer may lose couple of rupees here and there. Electronic form allows employees to pay exact amount, without having forgo change. At present, an employee can sell the coupon to others OR use it at local shop and local shopkeeper uses it at supermarket or a shopkeeper gives back a lower denomination Sodexo meal pass as change. All these will stop once coupons get digital.

Some shops charge extra to accept Sodexo coupons which can go to 2-5% of the transaction amount and the customer may still don’t mind because one may think tax saving is higher than that. One may not always be in 30% tax bracket. If you’re in 10-20% bracket, all above factors make it much more sensible to pay by cash. Any tax paying individual is guaranteed to spend Rs 2200+ per month on meals and food items.

Sodexo coupons are spent through different expense category i.e in Restaurants, Shopping & Gifts. Sodexo Coupons also helps the employees to gain the tax benefits after using the sodexo coupons. Sodexo vouchers offer employees the freedom of choice as they are accepted at a variety of food establishments. The Sodexo Affiliate Network includes restaurants, fast food outlets, bakeries, sweet shops, ice cream parlors and large food establishments in your city besides your caterer.

Sodexo vouchers can be used by the employees for various purposes such as a meal pass , for shopping or in restaurants where the sodexo vouchers are being accepted. Sodexo coupons are being accepted across India in many stores and restaurants which offers freedom for the person using sodexo coupon to spend it in any stores for shopping and meal purposes.
Research Objectives

The primary objective of this study is to understand the acceptability of sodexo coupons with respect to different age groups. The other objectives are as follows:

- To study about the use of sodexo coupons and its tax benefits.
- To understand the acceptability of sodexo coupons by people of different age groups and their way of spending the sodexo coupons.
- To understand and compare the expenditures of people with different age groups who spend through sodexo coupons and avail tax benefits.

Research Methodology

This study focuses on the acceptability of sodexo coupons in respect to their age groups. The variables identified were as follows:

**Independent variables**: Age, Marital status, family size, Professional Status, Income.

**Dependent variables**: Frequency of use of sodexo coupons, average amount spent through sodexo coupons, number of coupons spent monthly.

A primary survey was undertaken to ascertain the relationship and interdependency, if any, between these variables. The survey was limited to the locality of Mumbai. The research states the acceptability of sodexo coupons with reference to different age groups. The study also focuses on the tax benefits gained after using the sodexo coupons.

The sample comprised of 38 respondents who use sodexo coupons monthly. The technique used for sample selection was non-probablistic judgement type so that a fair representation of each category could be obtained. The respondents belonged to the age group of 20 to 40 years, who are getting sodexo coupons and are also aware of the tax benefits after using sodexo coupons.

The Questionnaire was administered via personal interviews and the data collected was analysed using statistical tools for hypothesis testing.

Proposed Hypotheses

1) Frequency of use of sodexo coupons is independent of all age groups

2) Average amount spent in Restaurants is same across all age groups.

3) Average Age of people using sodexo coupons is more than 21 years.
**Testing of Hypotheses**

1) **Chi-Squared test**

Ho: Frequency of use of sodexo coupons is independent of all age groups.

Ha: Frequency of use of sodexo coupons is NOT independent of all age groups.

**Major Findings:**

How frequently do you use of Sodexo Coupons?

![Pie chart showing frequency of use of Sodexo Coupons]

**Analysis**

- The graph shows that 63% of people use sodexo coupons 1 time in a month.
- Very few people use sodexo coupons more than 4 times a month.
- The highest frequency of use of sodexo coupon is 1 time in a month.
Using a Chi-Squared test for statistical analysis,

### Observed Distribution

<table>
<thead>
<tr>
<th>Age Group</th>
<th>1 time</th>
<th>2 times</th>
<th>3 times</th>
<th>4 times</th>
<th>More than 4 times</th>
<th>None</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 - 30</td>
<td>21</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>27</td>
</tr>
<tr>
<td>31 - 40</td>
<td>5</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>26</strong></td>
<td><strong>2</strong></td>
<td><strong>4</strong></td>
<td><strong>1</strong></td>
<td><strong>4</strong></td>
<td><strong>1</strong></td>
<td><strong>38</strong></td>
</tr>
</tbody>
</table>

### Expected Distribution

<table>
<thead>
<tr>
<th>Age Group</th>
<th>1 time</th>
<th>2 times</th>
<th>3 times</th>
<th>4 times</th>
<th>More than 4 times</th>
<th>None</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 - 30</td>
<td>18.47</td>
<td>1.42</td>
<td>2.84</td>
<td>0.71</td>
<td>2.84</td>
<td>0.71</td>
<td>27.00</td>
</tr>
<tr>
<td>31 - 40</td>
<td>7.53</td>
<td>0.58</td>
<td>1.16</td>
<td>0.29</td>
<td>1.16</td>
<td>0.29</td>
<td>11.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>26</strong></td>
<td><strong>2</strong></td>
<td><strong>4</strong></td>
<td><strong>1</strong></td>
<td><strong>4</strong></td>
<td><strong>1</strong></td>
<td><strong>38</strong></td>
</tr>
</tbody>
</table>

### Chi-Squared Test

- Hypothesis:
  - **H₀**: Frequency of use of sodexo coupons is independent of all age groups.
  - **H₁**: Frequency of use of sodexo coupons is NOT independent of all age groups

- **Chi square test**

- **Right Tail**
  - df = (r-1)*(c-1) = 5

- **Critical value** 1.610

- **Observed** 7.43

- **p-value** 0.19

Since the value of $X^2$ observed is more than the critical value, We Reject the Null Hypothesis.

Therefore, we reject the hypothesis that frequency of use of sodexo coupons is independent of all age groups.
2) **Anova : Two Factor without Replication**

Ho1: Average amount spent through sodexo coupons is same across all age groups.

Ha1: Average amount spent through sodexo coupons is NOT the same across all age groups.

Ho2: Average amount spent through sodexo coupons is same across all restaurants.

Ha2: Average amount spent through sodexo coupons is NOT same across all restaurants.

**Major Findings:**

Restaurants [Where and how much do you spend through sodexo coupons in a month ?]

**Analysis**

- ✔ Average amount spent monthly through sodexo coupons in Restaurants is Rs 1000.
- ✔ Maximum people spend Rs 1000 monthly in Restaurants through sodexo coupons.
Using a Two-way ANOVA test without replication for the statistical analysis,

For the rows, F observed = 10.53

F critical = 3.00

Reject the Null

For the columns, F observed = 3.25

F critical = 3.8

Accept the Null

Thurs,
Average amount spent through sodexo coupons is NOT the same across all age groups.

Average amount spent through sodexo coupons is same across all restaurants.
3) **T-test**

Average Age of people using Sodexo coupons is more than 21 years.

<table>
<thead>
<tr>
<th>N</th>
<th>Ho: µ ≤ 21</th>
<th>A</th>
<th>Ha: µ &gt; 21</th>
<th>df = n-1</th>
<th>T</th>
<th>t-test</th>
<th>37</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>t-test</td>
<td></td>
<td></td>
<td></td>
<td>T</td>
<td>Right Tail Test</td>
<td></td>
</tr>
<tr>
<td>Alpha</td>
<td>10%</td>
<td></td>
<td>Probability</td>
<td>90%</td>
<td>t-critical</td>
<td>1.310</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Observed</th>
<th>t&lt;sub&gt;observed&lt;/t&gt;</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>x'</td>
<td>26.89</td>
<td>Mean</td>
</tr>
<tr>
<td>µ</td>
<td>21</td>
<td>Standard Error</td>
</tr>
<tr>
<td>s</td>
<td>5.01</td>
<td>Median</td>
</tr>
<tr>
<td>sqrt(n)</td>
<td>6.16</td>
<td>Mode</td>
</tr>
<tr>
<td>x'-µ</td>
<td>5.89</td>
<td>Standard Deviation</td>
</tr>
<tr>
<td>s/sqrt(n)</td>
<td>0.81</td>
<td>Sample Variance</td>
</tr>
<tr>
<td>t&lt;sub&gt;observed&lt;/t&gt;</td>
<td>7.26</td>
<td>Kurtosis</td>
</tr>
<tr>
<td>Decision</td>
<td>Reject the Null</td>
<td>Skewness</td>
</tr>
</tbody>
</table>

**Major Findings:**

- Nearly 74% of people from age group of 20-30 use Sodexo coupons.
- 26% of people from age group of 31-40 use Sodexo coupons.
- People from age groups of 41-50 & More than 50 years do not use Sodexo coupons at all.
Conclusion

This research was done to understand the consumers’ attitude towards acceptability of sodexo coupons. Through this study we conclude that the acceptability of sodexo coupons is dependent on consumers’ attitude and is totally independent of age groups. It is observed that more than 70% people of age groups 20-30 accept the sodexo coupons. Sodexo could increase its sale by tying up with companies and giving away sodexo coupons to the companies at cheaper rates.

We conducted hypothesis, to understand and prove that it is independent of age groups. We also had various other analytical tools to understand which age group prefers to accept sodexo coupons. The data shows that more of the working population are interested in accepting the sodexo coupons. Sodexo group should tie up with most of the restaurants, so people can easily spend the sodexo coupons and it would increase the presence of sodexo coupons in India.

Thurs, we would like to conclude by saying that the acceptability of sodexo coupons is not dependent on age groups. The sodexo coupons offers various tax benefits to the employees. Hence the demand for sodexo coupons is more, but it lacks acceptability in different stores.

Limitations

The study may have some limitations. The data collection was carried out only through e-forms due to time constraint. The sample size is limited as the forms were filled online. This research was limited to a particular geographical location (Mumbai), for better analysis and understandings.
References:


- http://restobizindia.blogspot.in/2012/04/sodexo-ticket-restaurant-meal-vouchers.html
