

# Answer questions

[Business](#), [Marketing](#)



What is Groupon Promise? Groupon Promise is a coupon based idea where the can use the card and coupon in making orders, and using their services while on the go. Groupon promise assures top quality services and aims at providing them with top quality delivery in timely manner.

Groupon Live events, Groupon vouchers and Groupon Gateways trips are few of the promises and incentives offered by the company based on which the consumers are attracted towards the services and offers. They also assure return and satisfaction in other terms in case the quality is not up to the desired expectations.

How does Groupon promise affect a consumer's perceived risk and cognitive dissonance?

Groupon promise affects the consumers through high promises and values with regard to the risks. It offers them return on value. It also offers them returns in case of damages or other losses incurred. In case of cancelation of flights, or other unseen circumstances, Groupon Promise guarantees money back value and fixed percentage returns (Groupon).

Question 3:

Groupon impacts the consumers decisions based on the market trends. They target the areas, products and services that are in and in the demand zone of the clients. They assure top quality services and in return refunds in case of poor services and products against a given package and scheme.

Consumers on the other hand take into account factors such as refund, the benefits, the comparative analysis as drawn by comparing other services offering companies. The brand name and quality delivery on account of the past services and records is another area that makes up for the consumers

decision making factors altogether.

References:

Groupon. The Groupon Promise. 19 Jan 2013. 30 Sep 2014