

Readme File for “Do Coupons Expand or Cannibalize Revenue: Evidence from an E-market”

To replicate the main results in the paper, simply run the do file “coupons_analysis.do.” This do file uses the file “ecoupons_alcohol.dta” to create output that was used to create Tables 1 through 5 and Tables A3 and A4, as well as Figures 1 through 5.

A list of all variables and their definitions in the file “ecoupons_alcohol.dta” is below. Data on coupon characteristics were obtained from Byers et al. (2012), who collected data on all deals through Groupon (January 3 to July 3, 2011) and LivingSocial (March 21 to July 3, 2011) for several major U.S. cities. We focus on restaurant deals in Dallas and Houston, Texas. Data on alcohol revenue were obtained through the website mybarsales.com, which reports monthly alcohol revenue of Texas restaurants and bars. Data on restaurant characteristics were collected through the restaurants’ respective Yelp pages, accessed April 2016.

Contains data from fin\data\ecoupons_alcohol.dta

```
obs:      34,044
vars:      33                      17 Aug 2017 16:32
size:      3,370,356
```

variable name	storage type	display format	value label	variable label
matchid	str43	%43s		restaurant-city identifier
city	str7	%9s		city
dataid	str12	%12s		Groupon, LivingSocial, or control
control	byte	%9.0g		= 1 if in the control group
ddate	int	%td		Date of observation
alcrev	float	%9.0g		restaurant alcohol revenue (month)
num_sold	int	%8.0g		Coupons sold
value	byte	%8.0g		coupon value
groupon_price	byte	%9.0g		discounted (coupon) price
you_save	byte	%8.0g		= value - groupon_price
discount_pct	byte	%8.0g		discount percentage
startingmonth	byte	%9.0g		month of offer
startingdate	byte	%9.0g		day of offer
duration	byte	%8.0g		Length of offer on site
expiremonth	byte	%9.0g		month of coupon expiration
expiredate	byte	%9.0g		day of coupon expiration
foodtype	byte	%8.0g	foodtype	food type
recent	byte	%9.0g		= 1 if the restaurant opened after 2006
rfancy	byte	%9.0g		number of dollar signs on Yelp
reviews	int	%10.0g		number of reviews on Yelp
sopen	byte	%9.0g		= 1 if still open in 2016 (Yelp)
dinner	byte	%9.0g		= 1 if good for dinner (Yelp)
latenight	byte	%9.0g		= 1 if has a late night menu (Yelp)
take_out	byte	%10.0g		= 1 if offers take-out (Yelp)
delivers	byte	%9.0g		= 1 if delivers (Yelp)
reservations	byte	%10.0g		= 1 if takes reservations (Yelp)
credit_cards	byte	%10.0g		= 1 if accepts credit_cards (Yelp)
info	byte	%9.0g		= 1 if consumption info available
before	byte	%9.0g		1 if no coupon offer yet
during	byte	%9.0g		1 if coupons are currently valid
after	byte	%9.0g		1 if coupons have expired
year	int	%9.0g		year of observation
month	byte	%9.0g		month of observation

A second do file, “survey__analysis.do,” uses the survey results from the file “survey_results.dta” to create the summary statistics of reported alcohol and food expenditure in Tables A1 and A2. A list of the variables from the file is below:

Contains data from fin\data\survey_results.dta

```
obs:          73
vars:         10                               17 Aug 2017 15:57
size:         4,307
```

variable name	storage type	display format	value label	variable label
restaurant_id	float	%9.0g		restaurant identifier
foodtp	str8	%9s		food type
offerdate	str9	%9s		date of Groupon offer
food_spend	str5	%9s		spending on food (regular consumers)
g_food_spend	str5	%9s		spending on food (Groupon users)
food_diff	str4	%9s		difference (food spending)
alcohol_spend	str5	%9s		spending on alcohol (regular consumers)
g_alcohol_spend	str5	%9s		spending on alcohol (Groupon users)
alcohol_diff	str4	%9s		difference (alcohol spending)
alc_price_change	str10	%10s		Did alcohol prices change?

Note that we blinded the restaurants in this file as promised in the survey.