ATTITUDINAL CHARACTERISTICS, COUNPON CHARACTERISTICS AND REDEMPTION INTENTIONS: A SEGMENT-LEVEL ANALYSIS

LIM PEI YEE

FACULTY OF BUSINESS AND ACCOUNTANCY UNIVERSITY OF MALAYA FEBRUARY 2012

Attitudinal Characteristics,
Coupon Characteristics and
Redemption Intentions:
A Segment-Level Analysis

Lim Pei Yee Bachelor of Science (Hons) University of Malaya 1998

Submitted to the Graduate School of Business
Faculty of Business and Accountancy
University of Malaya, in partial fulfilment of the
requirements for the Degree of Master of Business
Administration

February 2012