

## List of Tables

<b>Table</b>	<b>Table Title</b>	<b>Page No.</b>
Table 3.1	Items Adopted for Psychological Variables in Questionnaire	23-25
Table 3.2	Items Adopted for Attitudinal Variables in Questionnaire	25-26
Table 3.3	Items Adopted for Coupon Characteristics Variables in Questionnaire	26-27
Table 3.4	Items Adopted for Behavioural Variable in Questionnaire	28
Table 4.1	Frequency Distribution and Respondents' Profile	34
Table 4.2	Factor Loading, Eigenvalues, Variance Explained and Composite Reliability for Psychological variables	36
Table 4.3	Correlations	37
Table 4.4	Frequency and Percentage of Each Segments Derived	38
Table 4.5	Factor Loading, Eigenvalues, Variance Explained and Composite Reliability for Independent and Dependent Variables under Investigation	39
Table 4.6	Mean Differences in Consumer Correlates Across Psychological-Based Segments	42
Table 4.7	Mean Differences in Consumer Correlates to Gender	43
Table 4.8	Mean Differences in Consumer Correlates Across Household Income Groups	45
Table 4.9	Mean Differences in Consumer Correlates Across Ethnic Groups	47
Table 4.10	Mean Differences in Consumer Correlates Across Job Groups	49
Table 4.11	Mean Differences in Consumer Correlates Across Household Size	51
Table 4.12	Frequency and Percentage of Different Coupon Types Used	52
Table 4.13	Product Category and Coupon Usage	53
Table 4.14	Summary of Hierarchical Multiple Regression Analysis for Variables Predicting Redemption Intentions	55
Table 4.15	Summary of Results for the Propositions / Hypotheses Developed	56

## List of Figures

<b>Figure</b>	<b>Figure Title</b>	<b>Page No.</b>
<b>Figure 2.1:</b>	<b>A Model Proposed for Coupon Redemption Intentions</b>	<b>21</b>

## Table of Contents

	PAGE
CHAPTER 1 : BACKGROUND OF THE STUDY	
1.0	1
1.1	2
1.2	2
1.3	3
1.4	4
CHAPTER 2 : LITERATURE REVIEW	
2.0	5
2.1	8
2.1.1	8
2.1.2	9
2.1.3	9
2.1.4	10
2.2	10
2.2.1	11
2.2.2	11
2.2.3	12
2.2.4	12
2.2.5	12
2.3	13
2.4	14
2.4.1	15
2.4.2	16
2.4.3	16
a.	17
b.	17
c.	18
d.	18
e.	19
2.5	20
CHAPTER 3 : RESEARCH METHODOLOGY	
3.0.	22
3.1	22
3.2	22
3.3	28
3.4	28
3.5	28
3.6	29

## CHAPTER 4 : RESEARCH RESULTS

4.0	Results and Interpretations	31
4.1	Response Rate and Respondents' Profile	31
4.1.1	Assumption of Normality	35
4.1.2	Factor Analysis for Psychological Variables (Segmentation)	35
4.1.3	Internal Consistency Reliability Test for Psychological variables	36
4.1.4	Discriminant Validity Test	37
4.1.5	Psychological-based Segments Derivation	37
4.1.6	Factor Analysis for Attitudinal Variables, Coupon Characteristics Variables and Behavioural Variable	38
4.1.7	Internal Consistency Reliability Test for Attitudinal Variables, Coupon Characteristics Variables and Behavioural Variable	39
4.1.8	One-way Analysis of Variance Between-Groups with Post-Hoc Test for Mean Scores Comparison between Psychological-based Segments	40
4.1.9	Comparison of Mean Differences on variables under examination across Demographic-based segments	43
	a. Gender	43
	b. Household Income	44
	c. Ethnic	46
	d. Job Group	48
	e. Household size	50
4.1.10	Frequency and Percentage of Different Coupon Types Used	52
4.1.11	Product Category and Coupon Usage	53
4.1.12	Examination of the relationship between Attitudinal Variables, Coupon Characteristics Variables and Redemption Intentions	53
4.1.13	Results for the Propositions / Hypotheses Developed	56

## CHAPTER 5 : DISCUSSION AND CONCLUSION

5.0	Discussion	57
5.1	Conclusion	61
5.2	Theoretical Implications	63
5.3	Managerial Implications	64
5.4	Limitations of the Study and Further Research	65
6.0	REFERENCES	67
7.0	LIST OF APPENDICES	73