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7.0 LIST OF APPENDICES

Appendix A : Survey Questionnaire

Appendix B : Mean, Standard Deviation, Skewness and Kurtosi for Items of Psychological Variables

Appendix C : Mean, Standard Deviation, Skewness and Kurtosis for Items of Attitudinal Variables, Coupon Characteristics Variables and Behavioral Variable

Appendix D : Rotated Component Matrix (for psychological-based segmentation)

Appendix E : Rotated Component Matrix (for independent and dependent variables)

Appendix F : Coefficients (for hierarchical multiple regression)