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INTENTION TO USE MOBILE COUPON AMONG MILLENNIALS CONSUMER IN UUM

ISKANDAR BIN AB JAAFAR

MASTER OF SCIENCE (MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
MAY 2018
INTENTION TO USE MOBILE COUPON
AMONG MILLENNIALS CONSUMER IN UUM

By
ISKANDAR BIN AB JAAFAR

Thesis Submitted to
School of Business Management,
Universiti Utara Malaysia,
in Partial Fulfillment of the Requirement for the Degree of
Master of Science (Management)
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Nama Penyelidik
(Name of Supervisor) : PROF. MADA DR. HANIZAM BIN SHAARI

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Tarikh
(Date) : 3 MEI 2018
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ABSTRACT

Mobile marketing platform (such as mobile purchase and mobile coupon) relatively new in Malaysia, as compared to other Southeast Asia countries. Hence, little is known on how millennials perceived and behave towards mobile coupon. Guided with UTAUT model, the purpose of this research is to examine the relationship between performance expectancy, effort expectancy, social influence, facilitating conditions and intention to use mobile coupon among millennials consumer in UUM. Product awareness is introduced as a mediator variable in the UTAUT model. The survey of 314 millennials analyzed by using SmartPLS indicated that the model is well accepted with reliable and valid instruments. The findings showed that performance expectancy, effort expectancy, social influence and facilitating conditions have significant relationship with intention to use. However, social influence was found to has a negative relationship towards intention to use. Besides, effort expectancy, social influence and facilitating conditions have significant relationship towards product awareness. Using sample of the study, product awareness mediates the relationship between performance expectancy and effort expectancy. Both theoretical and practical contributions of the study also discussed at the end of the thesis.

Keywords: UTAUT, intention to use mobile coupon, millennials consumer, product awareness
ABSTRAK

Platform pemasaran mudah alih (seperti pembelian mudah alih dan kupon mudah alih) agak baru di Malaysia, berbanding dengan negara Asia Tenggara lain. Oleh itu, sedikit diketahui mengenai bagaimana milenium menganggap dan berkelakuan ke arah kupon mudah alih. Dipandu dengan model UTAUT, tujuan penyelidikan ini adalah untuk mengkaji hubungan antara jangkaan prestasi, jangkaan usaha, pengaruh sosial, keadaan kemudahan dan niat untuk menggunakan kupon mudah alih dalam kalangan pengguna milenium di UUM. Kesedaran produk diperkenalkan sebagai pemboleh ubah mediator dalam model UTAUT. Kajian terhadap 314 pengguna milenium yang dianalisis dengan menggunakan SmartPLS menunjukkan bahawa model tersebut diterima dengan baik dengan instrumen yang boleh dipercayai dan sah. Penemuan menunjukkan bahawa jangkaan prestasi, jangkaan usaha, pengaruh sosial dan keadaan kemudahan mempunyai hubungan yang signifikan dengan niat untuk menggunakan kupon mudah alih. Walau bagaimanapun, pengaruh sosial didapati mempunyai hubungan negatif terhadap niat untuk menggunakan kupon mudah alih. Selain itu, jangkaan usaha, pengaruh sosial dan keadaan kemudahan mempunyai hubungan yang signifikan terhadap kesedaran produk. Menggunakan sampel kajian, kesedaran produk mengantara hubungan antara jangkaan prestasi dan jangkaan usaha. Kedua-dua sumbangan teoretikal dan praktikal kajian ini juga dibincangkan pada akhir tesis.

Kata kunci: UTAUT, niat untuk menggunakan kupon mudah alih, pengguna milenium, kesedaran produk
ACKNOWLEDGEMENT

In the name of Allah S.W.T., the Most Gracious and Most Merciful, I thank You for giving me enough strength to complete this research paper. First and foremost, my sincere appreciation goes to my supervisor, Assoc. Prof. Dr. Hasnizam Shaari for his guidance, continuous support and patience throughout the writing process. He has successfully guided me and willing to sharpen my understanding in academic writings.

I am very grateful to Dr. Ku Awanis Binti Ku Ishak who gave inputs regarding academic research during research methodology class. Special thanks to all the staff at School of Business Management, Othman Yeop Graduate School of Business, Department of Consumer Affairs, and Perpustakaan Sultanah Bahiyah, as well as the respondents that voluntarily participate in answering the questionnaires.

I am very grateful to my parents Abdul Jaafar bin Tauseh and Aida binti Lokok, who have raised and looked after me from childhood, also many thanks to my siblings. Ultimately, I would like to express my affection to my beloved wife, Dg Ku Zunaidah binti Ag Majid. Thank you for your encouragement, patience and love that become my fuel that enable me to move forward.
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<tr>
<td>AVE</td>
<td>Average Variance Extracted</td>
</tr>
<tr>
<td>CAGR</td>
<td>Compound Annual Growth Rate</td>
</tr>
<tr>
<td>CFA</td>
<td>Confirmatory Factor Analysis</td>
</tr>
<tr>
<td>C-TAM &amp; TPB</td>
<td>Combined TAM and TPB</td>
</tr>
<tr>
<td>DTPB</td>
<td>Decomposed Theory of Planned Behavior</td>
</tr>
<tr>
<td>DV</td>
<td>Dependent Variable</td>
</tr>
<tr>
<td>EE</td>
<td>Effort Expectancy</td>
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<td>$F^2$</td>
<td>Effect Size</td>
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<tr>
<td>FC</td>
<td>Facilitating Conditions</td>
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<tr>
<td>HEA</td>
<td>Consumer Affairs Department</td>
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<td>HTMT</td>
<td>Heterotrait-Monotrait Ratio</td>
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<td>IDT</td>
<td>Innovation Diffusion Theory</td>
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<td>IU</td>
<td>Intention to Use</td>
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<tr>
<td>IV</td>
<td>Independent Variable</td>
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<tr>
<td>MCMC</td>
<td>Malaysia Communications and Multimedia Commission</td>
</tr>
<tr>
<td>N</td>
<td>Not Significant</td>
</tr>
<tr>
<td>PA</td>
<td>Product Awareness</td>
</tr>
<tr>
<td>PE</td>
<td>Performance Expectancy</td>
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<td>PLS</td>
<td>Partial Least Squares</td>
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<td>PSB</td>
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<td>RM</td>
<td>Ringgit Malaysia</td>
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<tr>
<td>S</td>
<td>Significant</td>
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<tr>
<td>SEA</td>
<td>Southeast Asia</td>
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<td>SEM</td>
<td>Structural Equation Modeling</td>
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<tr>
<td>SI</td>
<td>Social Influence</td>
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<tr>
<td>SPSS</td>
<td>Statistical Package for Social Sciences</td>
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<td>SPSS</td>
<td>Statistical Package for the Social Sciences</td>
</tr>
<tr>
<td>Acronym</td>
<td>Full Form</td>
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<td>---------</td>
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<tr>
<td>TAM</td>
<td>Theory Acceptance Model</td>
</tr>
<tr>
<td>TPB</td>
<td>Theory of Planned Behavior</td>
</tr>
<tr>
<td>TRA</td>
<td>Theory of Reasoned Action</td>
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<tr>
<td>U.S.</td>
<td>United States</td>
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<tr>
<td>UTAUT</td>
<td>Unified Theory of Acceptance and Use of Technology</td>
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<tr>
<td>UUM</td>
<td>Universiti Utara Malaysia</td>
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<td>VIF</td>
<td>Variance Inflation Factors</td>
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CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter consists of many elements such as the background elaborated from a general view to a specific context, problem statement, research question, research objectives, scope of the research, the significance of the research, definition of key terms and organization of the research.

1.1 Background of the Research

Coupon was introduced as a marketing tool in 1886 by Asa Candler, the founder of Coca-Cola Company. He was said to have distributed handwritten paper coupon for a free glass of Coca-Cola to customers and sales representatives. The practice of disseminating coupon proved to be a very successful tool to attract customers during Asa Candler’s time (Oliver & Shor, 2003). According to Mudd (2016), the coupon has evolved in accordance with the development of technology, beginning with hand written coupon to machine paper coupon and now, digital coupon. In recent years, numerous companies have introduced a new form of coupon – mobile coupon. The redemption of mobile coupon is done through a smartphone application. This form of coupon is situated under the coupon umbrella, whereby a coupon is a ticket issued by companies for customers to use and redeem certain rewards. Such rewards include price reductions, discounts, free giveaways and cashbacks. Mobile coupon follows the same concept of a paper coupon but the redemptions and transactions are done digitally through the use of a smartphone application. According to Bacile and Goldsmith
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multimedia-pocket-book-of-statistics


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Perpustakaan Sultanah Bahiyah (PSB) UUM. (2016). Number of library visitors.
Sintok. Kedah. Malaysia


http://www.ecinsider.my/2014/03/groupon-mydeal-livingsocial-numbers-revealed.html


Appendix A: Questionnaire

Questionnaire No: □□□□

Dear respected respondents,

I am Iskandar bin Ab Jaafar, student of School of Business Management, Universiti Utara Malaysia, conducting a research concerning intention to use mobile coupon among UUM students. An example of mobile coupon would be a promo codes used to get discounts when buying goods through the smartphone application. I would greatly appreciate if you could spend some time in completing this survey and you will able to complete this questionnaire easily within less than 10 minutes.

There is no right or wrong answer. Your cooperation in answering this questionnaire honestly, I highly appreciate in order to produce reliable research results.

Please be assured that, your responses obtained through this questionnaire will be coded and will remain confidential. This research and questionnaire are intended for educational purposes only which is required to complete my study. Thank you for your attention and full cooperation. Please return your completed questionnaire and if there are any enquiries you can contact me at: -

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Assoc. Prof. Dr. Hasnizam Bin Shaari
School of Business Management
Universiti Utara Malaysia
E-mail: zamree@uum.edu.my
### Explanation of terms used in this research.

<table>
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<tr>
<th><strong>Mobile Coupon</strong></th>
<th>A combination set of numbers and letters that usually used in marketing in order for users to get rewards such as price discounts. The mobile coupon is redeemed through mobile application. Also known as coupon codes, promotion codes, voucher codes, discount codes and keycodes.</th>
</tr>
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<tr>
<td><strong>Intention to use</strong></td>
<td>The degree to which an individual will perform or not to perform some specified behavior in future. The variables are intending, interest, recommend, say things and willingness. This research looks into the intention to use mobile coupon.</td>
</tr>
<tr>
<td><strong>Performance Expectancy</strong></td>
<td>The degree of which individuals believes on their performance if they used the mobile coupon. Variables involved such as usefulness, financial performance, transaction quality, and process efficiency. For example, redemption of mobile coupon can save money.</td>
</tr>
<tr>
<td><strong>Effort Expectancy</strong></td>
<td>The degree to which an individual perceive convenience on using mobile coupon. The variables consist of understanding efforts, time, comparison, and skill.</td>
</tr>
<tr>
<td><strong>Social Influence</strong></td>
<td>The degree to which an individual perceives other people that can influence him or her to use mobile coupon. For example, family, friends, role model, and organization.</td>
</tr>
<tr>
<td><strong>Facilitating Conditions</strong></td>
<td>The degree to which and individual perceives that technical and infrastructure required to use mobile coupon. For example, smartphone and internet access, technology compatibility, technical knowledge and skills, and organization supports</td>
</tr>
<tr>
<td><strong>Awareness</strong></td>
<td>The degree to which and individual perceives the existence, features, benefits of mobile coupon.</td>
</tr>
</tbody>
</table>
Please tick (✓) in the box provided for statements relating to yourself. For open answer, write your answers on the space provided correctly and clearly.

**Section A: Demographic Profile**

1. **Gender**
   - [ ] Male
   - [ ] Female

2. **Age**
   - [ ] 18 - 21
   - [ ] 22 - 25
   - [ ] 26 - 29
   - [ ] 30 - 36

3. **Ethnic Group**
   - [ ] Malay
   - [ ] Chinese
   - [ ] Indian
   - [ ] Others (Please specify):

4. **State/Country of Origin**
   - [ ] Malaysian:
   - [ ] State (Please specify):
   - [ ] International:
   - [ ] Country (Please specify):

5. **Marital Status**
   - [ ] Single
   - [ ] Separated
   - [ ] Married
   - [ ] Widowed

6. **Education Level**
   - [ ] Foundation
   - [ ] Bachelor Degree
   - [ ] Master Degree
   - [ ] Doctoral Degree

7. **Name of Program**
   - (Please specify):
   - *e.g.* Bachelor of Multimedia

8. **School of Program**
   - (Please specify):
   - *e.g.* School of Business Management

9. **Mode of Study**
   - [ ] Full-time
   - [ ] Part-time
   - [ ] PTPTN
   - [ ] MARA
   - [ ] JPA
   - [ ] Others (Please specify):

10. **Education Funding**
    - [ ] Family
    - [ ] Self-employed

11. **Monthly Income (RM)**
    - [ ] < 1000
    - [ ] 1001 - 2000
    - [ ] 2001 - 3000
    - [ ] 3001 - 4000
    - [ ] 4001 - 5000
    - [ ] > 5000
Please tick (/) in the box provided for statements relating to yourself. For open answer, write your answers on the space provided correctly and clearly.

Section B: Mobile Coupon Usage Behavior

1. Are you intend to use mobile coupon in future? [ ] Yes (Please proceed to question # 2) [ ] No

If your answer is NO, please tick (/) for your argument.

[ ] No idea about mobile coupon [ ] Using mobile coupon is risky

[ ] Others (Please specify): ____________________________

Thank you for your time.

2. How often do you want to use mobile coupon in future? [ ] Once in a week [ ] Twice in a week

(Please select one answer only)

[ ] Three times a week [ ] Once in two weeks

[ ] Once in a month [ ] Once in 2 - 3 months

3. Which types of mobile coupon would you intend to use in future?

(Please select one answer only)

[ ] Price Discounts [ ] Free Shipping

[ ] Buy-one get-one [ ] Trade-in for redemption

[ ] First Time Customer Coupons [ ] Cash-back

[ ] Free giveaways [ ] Others (Please specify): ____________________________

4. What kind of product would you likely intend to buy by using mobile coupon?

(Please select one answer only)

[ ] Food and drink sold in fast-food restaurant [ ] Food and drink sold in casual restaurant

[ ] Food and drink sold in Cafe [ ] Groceries

[ ] Apparel [ ] Mobile and gadgets

[ ] Computers and Laptops [ ] Home Appliances

[ ] Software/Application [ ] Others (Please specify): ____________________________

5. What kind of service would you intend to use by redeeming mobile coupon?

(Please select one answer only)

[ ] Transportation services [ ] Tutoring services

[ ] Hotel services [ ] Others (Please specify): ____________________________

6. Which application would you intend to use when you want to redeem the mobile coupon in future?

[ ] AirAsia [ ] B Infinite

[ ] Lazada [ ] Shopee

[ ] Starbucks [ ] Umobile
For section C, D, E, F, G and H, please circle (O) in the space provided for statements relating to yourself.

Direction: Please read each statement carefully and rate the following statements on a scale of 1 - 5.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

**Section C: Intention to Use Mobile Coupon**

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>IU1</td>
<td>I intend to use mobile coupon in future.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IU2</td>
<td>I have a strong interest in using mobile coupon.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IU3</td>
<td>I will recommend mobile coupon to others.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IU4</td>
<td>I will say positive things about mobile coupon to others.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IU5</td>
<td>I am willing to spend time to use mobile coupon.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Section D: Performance Expectancy**

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>PE1</td>
<td>Using mobile coupon is useful in my everyday life.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PE2</td>
<td>Using mobile coupon improve my financial performance.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PE3</td>
<td>Using mobile coupon enhance my transaction quality with the service provider.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PE4</td>
<td>Using mobile coupon increase the process efficiency with the service provider.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Section E: Effort Expectancy (EE)

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>EE1</td>
<td>I can easily understand on how to use mobile coupon.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>EE2</td>
<td>Mobile coupon usage would not take too much time.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>EE3</td>
<td>Mobile coupon easier to use compare to conventional method (e.g., physical card/ printed coupon).</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>EE4</td>
<td>I could easily become skillful on using mobile coupon.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

### Section F: Social Influence (SI)

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>SI1</td>
<td>I am aware that important people for me such as family and friends are regularly use mobile coupon.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>SI2</td>
<td>My family and friends who regularly use mobile coupon have benefited from it.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>SI3</td>
<td>People who inspire me (e.g., leaders, artist, officials, lecturers, etc.) would influence me to use mobile coupon.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>SI4</td>
<td>In general, the businesses have supported the use of mobile coupon.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

### Section G: Facilitating Conditions (FC)

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>FC1</td>
<td>I have smartphone with internet access to use the mobile coupon in my everyday life.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>FC2</td>
<td>Mobile coupon is compatible on my smartphone.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>FC3</td>
<td>I have enough knowledge and skills on how to use mobile coupon on my smartphone.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>FC4</td>
<td>I could reach the businesses that give offers or service provider if I am in difficulties.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
**Section H: Product Awareness (PA)**

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>PA 1</td>
<td>I am aware of the existence of a mobile coupon.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>PA 2</td>
<td>I am aware of the features of mobile coupon. (e.g., sharing options, flexible saving options, terms and conditions)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>PA 3</td>
<td>I am aware of the benefits that can be obtained from mobile coupon redemption. (e.g., price discounts, free giveaways, cash-back)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>PA 4</td>
<td>I receive enough information about mobile coupon from the businesses.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Thank you for your cooperation.
Appendix B: Application Letter for Statistics of Students in UUM

Iskandar bin Ab Jafar (820895)
Postgraduate Student of MSc Management

Encik Mohd Zamri Bin Ahmad
Pengarah Jabatan Hal Ehwal Akademik
Universiti Utara Malaysia,
06010 UUM Sintok,
Kedah Darul Aman 27 Mac 2018

Tuan,

Permohonan Statistik Semasa Pelajar UUM 2018

Berhubung dengan perkara di atas, saya, Iskandar bin Ab Jafar, No. Matrik 820895 ingin memohon statistik semasa pelajar UUM (undergraduate dan postgraduate) di bawah pengurusan pihak tuan/puan.

2. Statistik tersebut akan digunakan dalam tugas khusus bagi Research Paper (BPMZ 69912) saya yang bertajuk “Intention to Use Mobile Coupon Among Millennials Consumer in UUM”.

3. Keperluan statistik adalah seperti berikut:

<table>
<thead>
<tr>
<th>Perkara</th>
<th>Jumlah</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jumlah Pelajar Undergraduate 2018</td>
<td></td>
</tr>
<tr>
<td>Jumlah Pelajar Postgraduate 2018</td>
<td></td>
</tr>
</tbody>
</table>


Sekian, Terima Kasih.

Yang Benar,

Iskandar bin Ab Jafar (820895)
Student of MSc Management, UUM
011-14151459
Iskandarjaafar08@gmail.com