

Abstract

In situations of high competition, it is not easy for firms to increase or maintain their sales volume, market share, or profitability of their products or services without the support of marketing activities. One of marketing activities implemented in order to reach such goals is sales promotion. One type of sales promotion often used by consumer-goods manufacturers is coupons that are considered as price-oriented promotions.

The objectives of this research were to (1) study the factors that can explain consumer's intention toward redemption of mobile coupons and (2) explain the relationship between those factors and intention to redeem mobile coupon.

In this study, the survey research method was used for collecting the data from the target population with self-administrated questionnaires. The target population was Thai people who are 16 years of age and above, have own mobile phone, and live in Bangkok area. A total of 393 complete responses were obtained from the samples and were analyzed using SPSS program.

The descriptive analysis of respondent's characteristics in this research shows that most of the respondents who have own mobile phone are female. Most respondents are students whose ages are between 16-20 years and who are accustomed to use short messaging service. Most respondents are single and have at least a bachelor's degree. In addition, the majority of respondents' household income is over 50,000 baht per month.

From the results of hypothesis testing, the researcher found that four factors out of five factors - convenience, perceived ease of use, permission marketing, and availability - have positive relationships with consumer's intention to redeem mobile coupon for purchasing products or services during the next three months. In addition, the results also indicate that there is no significant difference in intention to redeem mobile coupons for

purchasing products or services during the next three months between the experienced respondents and the inexperienced respondents.

The findings of this empirical study are expected to provide initial insights into consumer behavior toward mobile coupon redemption in order to help marketers effectively design promotional strategies for appealing to target consumers who are willing to adopt and redeem such new coupon forms.

