

Appendix A

FINAL ITEMS FOR SCALE

Constructs	Items
Intention to Redeem	I will probably redeem the digital coupons
	I am certain to redeem the digital coupons
	I will use a digital coupon if I find something I like
	I like to redeem the digital coupons
Perceived Coupon Value	When purchasing a product, I always try to maximize the quality I get for the money I spend
	When I buy products, I like to be sure that I am getting my money's worthy
	Getting digital coupon for combo offers gives me value for money
Coupon Proneness	Digital Coupons have caused me to buy products I normally would not buy
	I have favourite brands, but most of the time I buy the brand I have a coupon for
	I am more likely to buy brands for which I have a digital coupon
Intention to Search	I search various sites whenever I want to use digital coupons for a movie
	I find searching coupons on various sites is the best option to get the coupons
	Searching for the coupons is the good option as you do not need to register with your personal details
Attitude towards Coupon	It is fun to use digital coupon
	I always look for coupons before buying products
	I react favourably to digital coupons
Subjective Norms	Using a digital coupon would make me feel accepted by my friends and family
	Society acceptance matters to me for using digital coupons
	I would use digital coupons to get social appraisals
	Usage of coupons depend on what my acquaintances think about me when they come to know that I have used coupons to save money
Consumption Frequency	I will purchase products more often if I receive digital coupon with combo offer.
	I will purchase products more often if I receive buy one get one free digital coupon
	I will increase my purchasing frequency if I get substantial economic benefit from coupons

	I am likely to increase my purchasing frequency if I get Rs.100 off digital coupon
Distance	I do not mind traveling provided I have digital coupon
	If medium of travelling is economical I can go far to redeem the digital coupons
	If I own a car, distance does not bother me to redeem the digital coupon
	The ambience of the shopping mall overcomes the pain of distance travelled to redeem the digital coupon
Attitude towards Internet Searching	I feel searching the internet gives me an edge in the competitive world
	I feel internet searching adds value to my lifestyle
	I like searching for information on products online before deciding to purchase them
	I like to search internet before making any buying decision of any product
Perceived Risk	In general, I find digital coupons forced
	In general, I find digital coupons disturbing
	In general, I find digital coupons intrusive
Face Value	I find coupons with a face value of at least 10% discount worth using.
	The face value should cover at least the convenience charges levied on the product
	Face value decides the value of digital coupons for me
Personal Innovativeness	I like to experiment with new technologies
	Among my peers, I am usually the first to try out new information technologies
	If I heard about a new information technology, I would look for ways to experiment with it
Perceived Convenience	Using digital coupon apps enable me to use coupons at any time
	Using apps for digital coupon give me convenience to find needed coupons
	Using digital coupons is clear and understandable
	Using apps for digital coupon enable me to use coupons in any place