

**WHY PAY FOR SOMETHING YOU CAN GET FREE? INDIAN MARKET MAVENS' M-COUPON  
REDEMPTION BEHAVIORS**

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**ABSTRACT**

This research investigates m-coupon usage, attitudes and redemption behaviors Indian consumers. Market maven attitudes, coupon proneness, and the amount of time spent shopping, as well as, m-coupon attitudes, redemption attitudes, intention to redeem, social norms, and past usage are measured. M-coupon users in India were found to be younger, males with a higher education and income who spend more time shopping in stores and over the Internet and are more likely to spend more than average amounts of money on products and services. This study demonstrates a group of Indian m-coupon users exists that exhibits traditional market maven attitudes and behaviors. These Indian m-market mavens are influenced by social norms and have strong correlations with m-coupon attitudes, redemption intentions, and coupon proneness.

Keywords: *Coupons, consumer decision theory, marketing, advertising, product placement, mobile technology, web-based advertising, M-coupon, mobile coupon, coupon, market maven, marketing, purchasing behavior*