

THE RELATIONSHIP BETWEEN STUDENTS'
ATTITUDE AND SUBJECTIVE NORM ON THEIR
INTENTION TO USE MOBILE MARKETING
SERVICES.

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**THE RELATIONSHIP BETWEEN STUDENTS' ATTITUDE AND SUBJECTIVE
NORM ON THEIR INTENTION TO USE MOBILE MARKETING SERVICES.**

By

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(Management)**

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ABSTRAK

Kajian ini dijalankan untuk menentukan hubungan antara sikap, norma subjektif ke atas niat mereka untuk menggunakan pemasaran mudah alih. Kajian ini merupakan satu kajian kuantitatif dengan menggunakan kaedah persempelan rawak yang diambil dikalangan pelajar politeknik. Keputusan telah dianalisis oleh analisis kebolehpercayaan, analisis faktor, ujian korelasi Pearson dan analisis pekali regresi berganda. Analisis huraian telah dibuat bagi data demografi responden. Keputusan kajian menunjukkan sikap dan norma subjektif mempunyai hubungan positif secara langsung dengan niat tingkah laku untuk menggunakan pemasaran mudah alih. Walaubagaimanapun apabila sikap dan norma subjektif di pengaruhi oleh pengalaman pelajar, hubungan antara sikap, norma subjektif dan niat tingkah laku menjadi lebih penting. Model yang dicadangkan boleh memberi penerangan tentang faktor-faktor penting menentukan niat tingkah laku untuk menggunakan pemasaran mudah alih.

Kata kunci : Sikap, norma subjektif, niat tingkah laku.

ABSTRACT

This study was carried out to determine the relationships between attitudes, subjective norm on their intention to use mobile marketing. It is quantitative research with the use of random sampling method choose among polytechnic students. The result was analysed by the reliability analysis, factor analysis, Pearson coefficient correlation test and multiple regression analysis. Results of the research showed that attitude and subjective norm have a straight positive relationship with behavioural intention to use mobile marketing. However, when attitude and subjective norm influent by student experience, the relationship between attitude, subjective norm and behavioural intention become more significance. The suggested model can explain on the important factors determining the behavioural intention to use mobile marketing.

Key words : Attitude, subjective norm, behavioural intention.

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LIST OF ABBREVIATIONS

Attitude	ATT
Behavioural Intention	BI
Information Communication Technology	ICT
Kaiser-Meyer-Olkin	KMO
Malaysia Communication And Multimedia Commission	MCMC
Multimedia Message System	MMS
Politeknik Ungku Omar	PUO
Politeknik Sultan Azlan Shah	PSAS
Short Message System	SMS
Subjective Norm	SN
Theory of Reasoned Action	TRA
Theory of Planned Behaviour	TPB
Theory Acceptance Model	TAM
Unified Theory of Acceptance and Use of Technology	UTAUT

CHAPTER 1

1.0 INTRODUCTION

1.1 INTRODUCTION TO THE STUDY

Innovation will create something new in the world of marketing such as opportunities and challenges (Stewart and Pavlou, 2002). Marketing via mobile phone not just makes an opportunity but also present some challenges that have to settled before such opportunities can be fully utilize. In the last few years, mobile phones for the school students, university students, adults as well as senior citizen are become a must have technology gadget (Hanley and Becker,2008). The recent development of mobile phone users around the world have been recorded as a trend that is rapidly increasing by customer based. Asia Pacific area is one of the estimated region benefactors for this dynamic progress. Because of that, mobile technology actions as key driver for the development of information communication technology (ICT) in various areas of the planet (Worldwide Mobile Market, 2009). Penetrating capability of cellular phones has brought the mobile marketing to create an extraordinary opportunity for the business or industry.

Nowadays, cellular phones seen as must have gadget and has become a vital component in Malaysia community. According to Sheeran and Rozumah (2009), to stay connected with family, friends, colleagues and business related, Malaysians are slowly utilizing cellular telephone than fixed line phones. Mobile phones are the technology gadget that included in faster revolution. According to Wong and Hiew (2005), changing the way that people live and work relates to the mobile revolution. Hanley and Becker (2008) said after the starter of the web, cellular phone is becoming one of

influential mediums for marketing. In contrast with electronic marketing by using internet, mobile marketing presents a unique features such as discretion, user friendly, easy to use and localization.

Mobile marketing is a method of advertising that aims users of handheld wireless devices like mobile phone and PDAs in the 2000 era, but nowadays the advertising target was changed to Smartphone user. Given the situation that present in the previous sentences, this research seeks to identify the variables in that impacting the utilization of mobile marketing by adolescent client in Malaysia.

1.2 BACKGROUND OF THE STUDY

Nowadays people around the world have an intimate relationship with their mobile phone, because most people will bring their mobile phone everywhere they go (Smura, Kivi, & Toyli, 2009). In February 2014, Malaysian Communication and Multimedia Commission (MCMC) have published the communication and multimedia pocket book of statistics, where they have exposed that there are more than 42 million usage of telephone line in Malaysia, and for mobile phone lines the penetration rate have being on the increased.

From the year 2005 to 2013, the penetration rate for mobile phones gradually increased from time to time (MCMC, 2014). In year 2012 the penetration rate was noted as 142.5%, later increased to 143.6% in year 2013 and expected to increase further in 2014. Kolsaker (2009) revealed that the emotional attachment consumers have to their mobile phones is since these devices offer a very imperative communication and adds many great level of value to the lives that users feel bond with a cell phone is not like other products. Because of this attachment, Kolsaker gives opinion that people who are most welcoming to receiving advertisement through this medium are mobile phone user actually. The unique mediums that can fasters sharing

the data is through the mobile compared to traditional medium, because it allows for personalized, location based, interactive message to reach a specific target audience (Sultan & Rohm, 2005). Sultan & Rohm (2005) also made a comparison of the marketing communication approaches, figure 1 show the comparison.

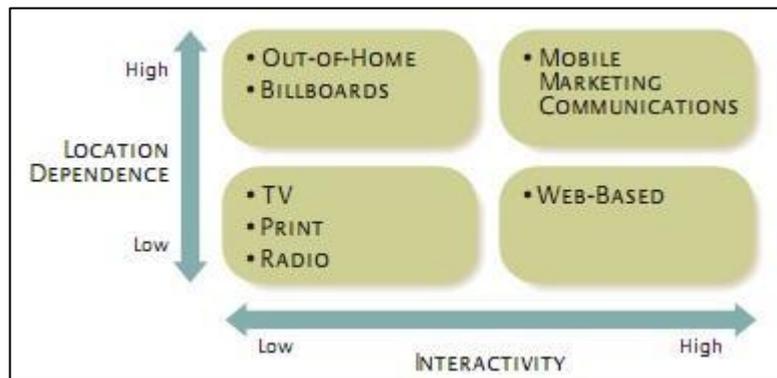


Figure 1.1
Comparison of marketing communication approaches
(Sultan & Rohm,2005)

Mobile marketing is quiet in its starting, and mobile marketing applies may be going through an essential change of technology continues to grow (Karjaluo, Letho, Leppaniemi and Jayawardhena, 2008). However, literature about mobile marketing is growing even though research in this area in early stages. Previously the research has focused on the themes such as factor affecting consumer's attitudes toward mobile marketing (Alhrezat, 2013), how customer trust mobile marketing application (Hoffmann, Hoffmann, Janson & Leimeister, 2013), factor that influent consumer to use mobile marketing (Ismail & Razak, 2011; Eze,Ten & Poong, 2011), and consumer perceptions and attitudes towards mobile marketing (Barutcu, 2007; Karjaluo & Alatalo, 2007). The success of marketing product or services is determined by the acceptance of consumer, so it is essentially to accept the overall of mobile marketing services (Bauer et al., 2005).

Range of studies have been concerned with marketing ploy before this such as the dominant mobile SMS or MMS and attitude toward this level of mobile advertising, effectiveness and best practices. According to Tsang, Ho and Liang (2004) they propose that some consumers will not accept or have negative attitude towards mobile marketing. Although the penetration rate of mobile phone has abrupt increased, the consumers still remains uncertain for acceptance mobile marketing services. Thus, the needed factors that bring consumers to use mobile marketing services are important to recognize.

Since in Malaysia, most telecommunication operators are focusing on mobile marketing by using existing model to predict the influence of normative beliefs and attitudes towards mobile marketing acceptance may still not be enough. So, Pedersen (2005) given the opinion that the old adoption model are outdated and poor, so the model have to be reformed in simplify the factors that affect consumers' intent to accept the mobile marketing services. The utilization of mobile marketing terminology for this paper focus to each sort of promoting movement, publicizing or deals advancement activities focused at users and conducted across the mobile channel. Subsequently, the previous literature review was recorded and research hypothesis are also made.

In order to accomplish the objective of the research, this research tries to survey present technology acceptance models and apply the models in Malaysia context, the actuality theory used in this review are briefly defined and the research model also showed.

1.3 STATEMENT OF THE PROBLEM

From the practical perception, the forceful growth in mobile industry has advised telecommunication operators in Malaysia to focus on mobile marketing

services by concentrating on people aged 25 years and below which is youth market, because their mobile accounts is more than half of industry's subscribers' (Eu, 2009, November 30). The MCMC survey report disclose that only about 20 % of Malaysians aged 20 to 24 years old are reportedly accessed the internet via their mobile phones in 2011 this implies a low rate of its acceptance in Malaysia. The statistical proof on mobile marketing show the usage and acceptance among users still remain blurring.

Muthaiyah (2004) proposed that to build and develop the required infrastructure in Malaysia is cost up to tens of billions. So, it is important to ensure the maximum usage from consumer. Previous research on consumers' acceptance of mobile marketing services frequently do it for foreign situation (e.g. Bauer et.al., 2005; Roach, 2009; Rohm & Sultan, 2006; Sultan et.al.,2009) and only limited research in the Malaysia context. Actually, users' behaviour in mobile marketing services is very different from one country to the others, because of different in culture. Culture becomes a big matter in affecting the consumers' cognitive and affective choices of spending and consumption (Briley and Williams, 1998). In Malaysia, there are different culture and practices because of different races like Malays, Chinese, Indians and other minority groups, it also provides significantly different context of study to investigate by knowing consumers' acceptance of mobile marketing services.

Based on the review of related writing, it is obvious that mobile marketing has generous effect on marketing literature however accessible educational research in this arena is in its initial stage (Barnes & Scornavacca, 2004; Caroll, Barnes, Scornavacca & Fletcher, 2007; Varnelli & Toker, 2010). Reliable information about mobile marketing facts are very complex to come across and little is understood or proved concerning about its functioning or about the acceptance to use mobile marketing and factors influencing consumers' response (Becker, 2006).

Most of the studies are focusing only on explaining intentions and generally assuming that they are good predictors of behaviour (De Canniere, De Pelsmacker, & Geuens, 2009) but actually there is lack of exploration to explain the acceptance of mobile marketing services (Balasubramaniam, Peterson, & Jarvenpaa, 2002; Sultan et al., 2009; Varnali & Toker, 2010). Mobile marketers need to recognize and understand important variables which influence consumers' response to mobile marketing services (Stewart & Pavlou, 2002). Some researchers have argued in favour of high cost of developing the infrastructure of mobile marketing as a major hindrance in getting consumers' information (Muthaiyah, 2004).

To the researchers' knowledge, there are limited researches that have examined the acceptance of mobile marketing services and integrate it with TRA and UTAUT, especially from Malaysia context. Accordingly, this study is a quantitative analysis of the determinants mobile marketing acceptance based on the theory of reasoned action (TRA) and unified theory of acceptance and use of technology (UTAUT). The purpose of this research is to adopt TRA in clarifying the users' behavioural intention to use mobile marketing, mostly amongst student users in Malaysia. This research intends to describe TRA through attitudes and subjective norm and use UTAUT, through moderating variables called experience to establish different level of use by user group mainly to understand their characteristic (Ventakesh, Morris, Davis & Davis, 2003). The UTAUT model is another widely held model in information technology acceptance (Ventakesh et.al., 2003).

Consequently, the determinant factors that influence the acceptance of young customers' toward mobile marketing need to be explored, so that marketer can come out with new ideas. Nowadays, mobile marketing is a big deal, but the most exciting

thing about mobile marketing are those factors that determines young consumers' intention to accept and use mobile marketing services.

1.4 RESEARCH OBJECTIVES

Hence, a clearer understanding of how and why consumers may want to use mobile marketing could help in creating successful mobile marketing strategies. The aimed of this research are:

1. To determine the relationship between student attitude and their intention to use mobile marketing services.
2. To determine the relationship between student subjective norms and their intention to use mobile marketing services.
3. To determine the moderating impact of student experience on the relationship between attitude and intention to use mobile marketing services.
4. To determine the moderating impact of student experience on the relationship between subjective norms and intention to use mobile marketing services.

1.5 RESEARCH QUESTIONS

1. What is the relationship between student attitude and their intention to use mobile marketing services?
2. What is the relationship between student subjective norms and their intention to use mobile marketing services?
3. What is the moderating impact of student experience on the relationship between attitude and intention to use mobile marketing services?
4. What is the moderating impact of student experience on the relationship between subjective norms and intention to use mobile marketing services?

1.6 SCOPE OF THE STUDY

The scope of this study is to establish the impact of students' attitude and subjective norm on their intention to utilize mobile marketing serviced as a part of Malaysia. This research is limited to two polytechnics in Perak where questionnaires were distributed to respective students for the purpose of analyzing their intention to use mobile marketing services. The selection of students as the study population is primarily based on their extensive use of mobile marketing services if compared with other segment in the society.

1.7 SIGNIFICANCE OF THE STUDY

1.7.1 Significance to the academics

Previously, a most of existing research have been done especially in accepting to use mobile marketing. This research tends to analyze the influence of attitude and subjective norm on the intention to use mobile marketing services. The outcome of this study expected to contribute to others researchers significantly involve in mobile marketing services in Malaysia. Furthermore, others researchers may find the result useful for their study especially for social science student if they conduct study on human behavior and motivation, and how they may influence attitudes towards the acceptance and use of innovative technology services.

1.7.2 Significance to the practitioners

Proposed by Hibberd (2007), cellular phone users around the world stood at 3 billion subscriptions, by the operators and advertisers need to be aware of that is due to the wide open opportunity to connect with potential consumers through mobile phones. Bauer (2005) explained that the advertiser

and consumers must have basic trust for the mobile market; marketing communication should be the ultimate aim of all advertisers. So, this research may add the understanding to the impact that influence young customer to use mobile marketing.

1.8 ORGANIZATION OF REMAINING CHAPTERS

The study contains five main chapters. The first chapter is an introduction to the study. Overall, the research background, problem statement, objectives of the study, research interests, scope of the study has been described in this chapter. In chapter 2, the topics to be discussed are theories that can be used in this study and also literature review that have been extracted from various journals and book. The literature reviews are focused on attitudes and behavioral intention towards mobile marketing services. This chapter also discusses the theoretical framework that is suitable for use in mobile marketing field.

Chapter 3 will discuss the methodology used in this study. The study will be conducted based on the model. While in chapter 4, it will present and analyze the results of the regression that was conducted. The results obtained will be shown in tables. Chapter 5 is about the conclusion made after analyzing the determinant factors. This chapter will elaborate on the recommendations on how to increase the number of users in mobile marketing services. Figure 1.2 below gives a diagrammatic view organization of the study.

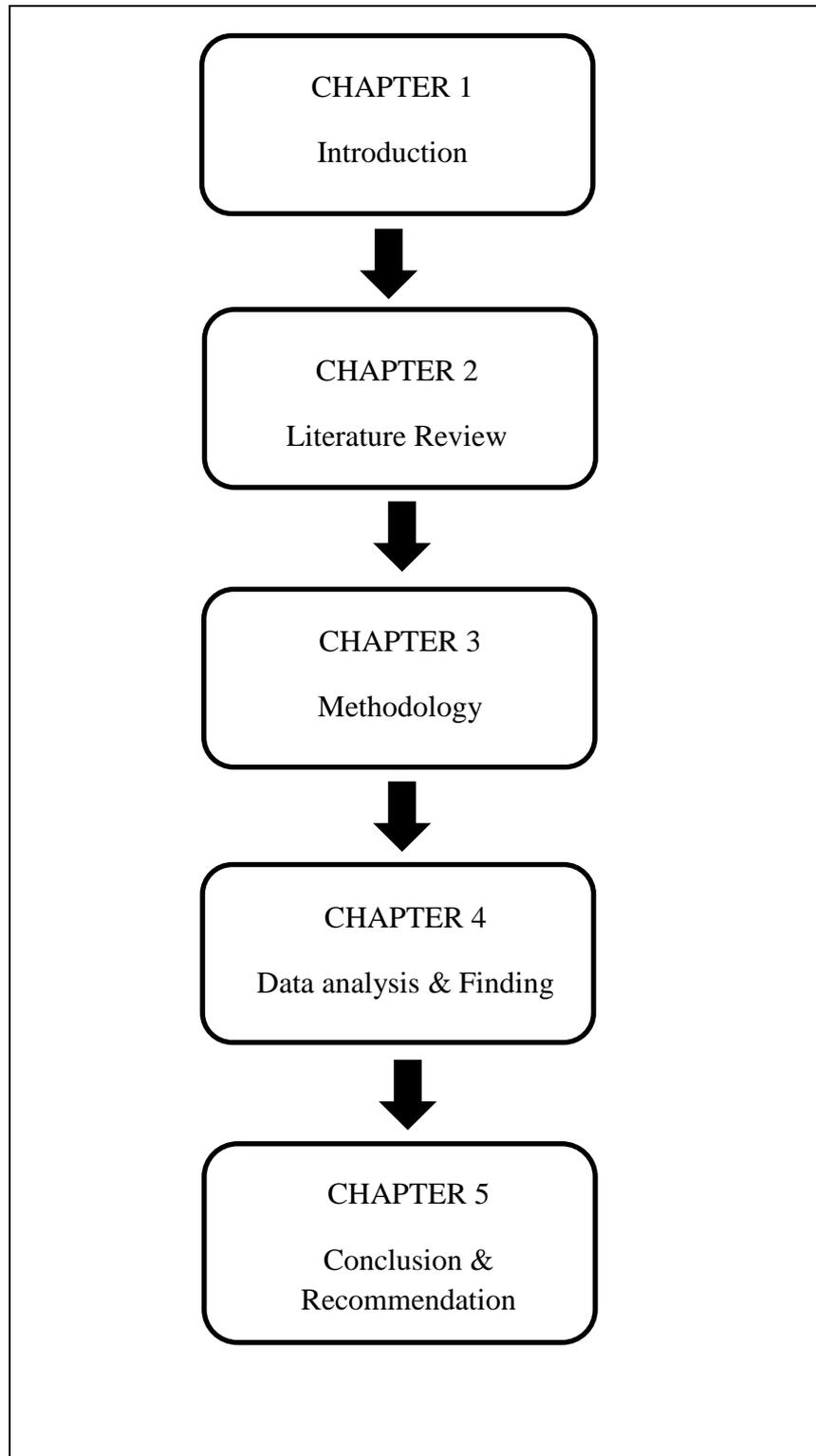


Figure 1.2
Organization of the study.

CHAPTER 2

2.0 LITERATURE REVIEWS

2.1 INTRODUCTION

This chapter will discuss the theories that were used in order to know the determinant factor that influence young customer to accept mobile marketing services and also make comments based on academic journals and research years ago. Reviews of this work can be explained in details about the attitudes and behavioural intention. While the literature reviews in this section is to supportive information and additional support for studies to be undertaken.

2.2 DEFINITION OF MOBILE MARKETING

There are various definitions have been practiced by researchers in studying mobile marketing. Referring to Ktoridou, Epaminonda, & Kaufmann (2008), dissimilar researchers have definite mobile marketing in contradictory ways. Leppaniemi *et al.* (2006) studied twelve definitions and suggest that the meaning of mobile marketing must be predicated on the use of communication important in consumer relationship marketing and evade the "wrong technology for the concept itself" (Leppaniemi, 2006, p.38). Tahtinen (2005) led an investigation of the duration of mobile advertising and mobile marketing is utilized by experts and academics. Mobile Marketing Association (MMA) has identified mobile marketing from a practitioner's level of opinion. The revised definitions also deliberately keep consumers against industry best performs and establish mobile media rules. In the innovative meaning, mobile marketing is clear as "a set of practices" that contains of many kind of practices such as activities, industry players, publicity and media, institutions, processes, standards, relationship management, customer relationship management (CRM), direct

response , promotions, service customer loyalty, social marketing , and all aspects of marketing deal with a marketing and that allows organizations to communicate and " get involved " with their gathering of people in an intelligent and important way through any cell phone or network (MMA, 2009).

Looking into the academic perspective, there is no understanding of the definition of the concept of mobile marketing. In numerous updates, mobile marketing appears to allude to a constrained action of marketing ideas or concepts do (Tahtinen, 2005). Kalakota and Robinson (2002) use the term when discussing mobile marketing with distribution and promotion message. They have characterized mobile marketing as the dispersion of any message or advancements that increase the value of clients while expanding income for the firm. Sullivan Mort and Drennan (2002) practices the term mobile marketing in their research in which they describe mobile marketing as a marketing application aimed at the smart phones mobile environment, cellular phones, and personal digital assistants (PDAs). Also, Scharl, Dickinger, and Murphy (2005), attempt to offer a definition from shopper and merchant's perspectives. Facchetti *et al.* (2005) describe mobile marketing in place of any paid form of personal presentation and promotion of goods, services, ideas promoters identified. According to Glass (2005) stated in Leppaniemi (2006) expresses mobile marketing in place of the use of wireless media by way of an integrated content delivery, marketing and communications channel.

However, in identical the meanings of mobile marketing by practitioners and academic researchers, it can be said that most of the meanings deliberate on marketing communication by using of cellular phone as a medium of. It is still not lacking to convey the business just additionally hold advertising merchandise, administrations and

ideas. Versatile promoting must be perceived in an extend idea which is not simply confined to one some piece of the advertising correspondence only.

2.3 THEORETICAL FRAMEWORK

2.3.1 Related Theories on Technology Acceptance

According to the literatures reviewed, some competing models have been generally used by researchers to forecasting the intention to adopt an innovation. These models contain the theory of reasoned action (Fishbein and Ajzen,1975) and unified theory of acceptance and use of technology. The study on consumer adoption of new technologies has been mostly studied from corner to corner disciplines (Ramayah et al.,2009). It is covered from psychology, merchandising, communication, information system management, and so forth. Earlier studies have keen the study in clarifying how consumer receive, saw, expectation to utilize the development and genuine utilize the creation.

Adopting the method engaged by Ramayah et al. (2009), this research planned to apply the theory of reasoned action (TRA) (Fishbein and Ajzen, 1975) as the theory for guidance in building up the theoretical framework. The theory has been picked because of the greater part of the prior works in mobile marketing frequently oftentimes used different theories for example the theory of planned behavior (TPB) and technology acceptance model (TAM). Secondly, since earlier studies found that attitude have impact in characterizing the behavioral intention, this study plans to include the moderator. The motif to add the moderator is because to see the direction and intensity of the kinship between the independent variables and a subject variable. Researchers think that the extension of TRA by added the moderator variable may have the capacity to

clarify the part of disposition in illustrating behavioural intention to utilize mobile marketing.

2.3.1.1 Theory of reasoned action (TRA)

The TRA was presented by Fishbein and Ajzen (1975) in order to comprehend behavioural intention. In TRA, person's adoption behavior is illustrated by their convictions towards the behavior. The model proposes that, person's actual behaviour (B) is controlled by person's behavioral intention (BI). This intention is affected together by the individual's attitude towards the behaviour and subjective norms (Fishbein and Ajzen, 1975). Figure 2.1 delineates the outlines of the TRA. The TRA is an expansive model from social psychology which is concerned with the determinants of deliberately planned behaviours (Ajzen and Fishbein, 1975, 1980). TRA has been broadly utilized as a part of information system studies for example user acceptance of computer technology (Davis et al., 1989), intention to adopt software package (Karahanna et al.,1999), acceptance of internet banking (Md Nor and Pearson, 2008), and so forth.

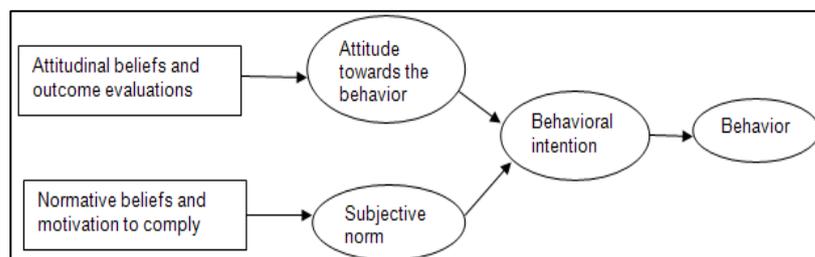


Figure 2.1
Theory of reasoned action (Fishbein and Ajzen, 1975, 1980).

2.3.1.2 Unified theory of acceptance and use of technology

(UTAUT)

Unified theory of acceptance and use of technology (UTAUT) is the most popular and latest model in information technology acceptance. Venkatesh et al. (2003) was recommended this theory and tries to empirically and integrates compare elements from different technology acceptance models in technology adoption. The UTAUT contains four elements of information technology user behaviour and four moderators that are put up to take the power of the four elements on the behavioural intention and user behaviour. Performance expectancy, effort expectancy, social influence, and facilitating conditions are variables that indicated in UTAUT and it is straight determinants of behaviour intention or user behaviour. Similarly the moderating elements are most significant in interpreting the features of dissimilar user groups the element is defined as gender, age, experience, and voluntariness. Figure 2.2 illustrated the diagram of UTAUT. It has been shown that UTAUT outperforms by the old models (Venkatesh et al., 2003). Moreover, it also can provide a utilitarian tool for executives to appraise the achievement of the new technology (Ibrahim & Jaafar, 2011).

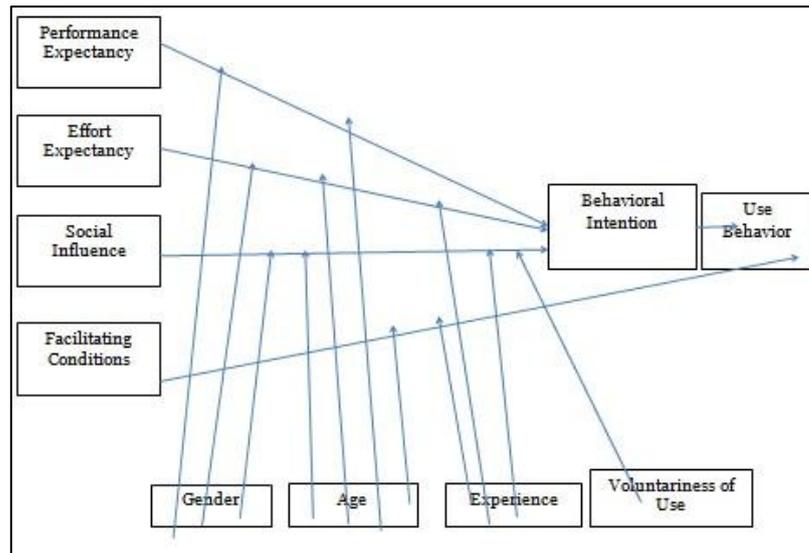


Figure 2.2
The Unified Theory of Acceptance and Use of technology (UTAUT) model (Ventakesh et al., 2003).

2.3.2 Research Theoretical Framework

Based on evaluation the literature review and research problem, the framework as illustrated in figure 2.3 is developed. The planned framework for this inquiry is based on TRA and UTAUT. According to Fishbein and Ajzen, (1975) the TRA is one of the most powerful models in forecasting human behaviour. The theory specifies that behaviour, such as polychronic behaviour, is the final upshot of the behavioural intention regarding that behaviour (Ramayah et al., 2009). This study is uses attitude and subjective norms as the variables that direct to the behavioural intention, by drop the other beliefs structure which is attitudinal and normative belief structure.

The UTAUT model by Ventakesh et al. (2003) contains four variables of information technology user behaviour (Performance expectancy, effort expectancy, social influence, and facilitating conditions) and four moderators (gender, age, experience, and voluntaries) that are put up to take the power of the four determinants on the behavioural intention and user behaviour. But for

this study, researcher just use an experience as a moderator because is important to ensure that the experience change the characteristic of different user group, it is based on Ahmad and Steve (2013) approach. By focusing on particular variables, the model gets more important to experts and those connections ought to wind up clearer and simpler to be seen; in this manner indicating particular parts which may impact behaviour. The suggested research framework is illustrated in Figure 2.3.

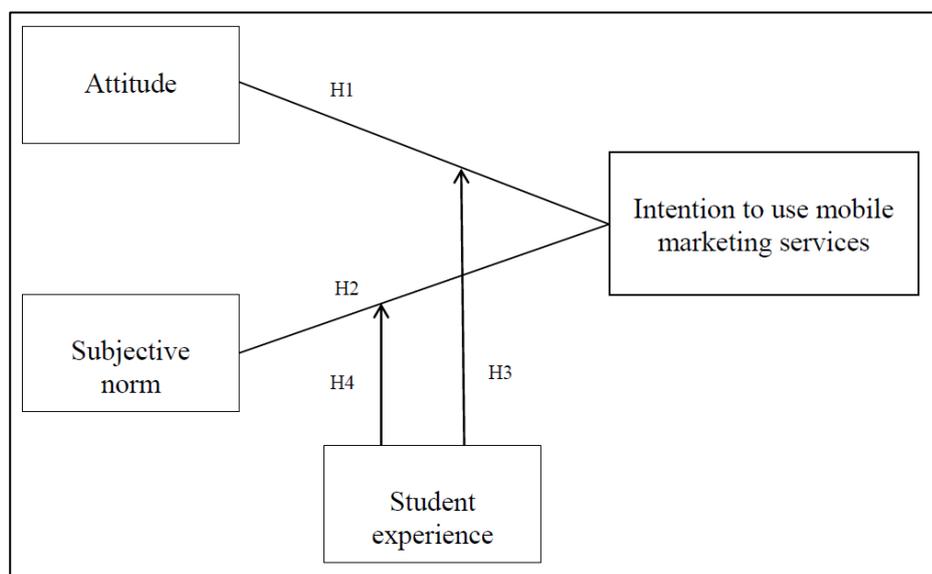


Figure 2.3
Research Framework

2.4 DEPENDENT VARIABLE BACKGROUND

Success and effectiveness of mobile marketing could be affecting by many factors. Consumers' should be the first line to accepted, in order to succeed in mobile marketing services. Therefore, the study of acceptance has led to significant vision on the success or failure of the new product or service that is defined not solely by their acceptance of the new, but also by constant use them later. So that bring into line with the objective of this research, researcher define the dependent variable specifically as "intention to use mobile marketing services".

2.4.1 Behavioural intention to use mobile marketing services

The behavioural intention has been claimed as the close predictor to the behaviour and it is seen as a direct self-behaviour (Ajzen, 2002) it is also determined by consumer attitudes. Attitude is determined as a tendency or predisposition to react negatively or positively towards a sure thought, person, situation, or object, and it also bears upon an individual's choice of activity, and in answer to incentives, challenges, and rewards.

Normally, behavioural intention has been well-defined as “the force of one’s aim to perform specified behaviour” (Fishben & Ajzen, 1975). In theory of reasoned action (TRA) the first behavioural intention idea was found by Fishben & Ajzen (1975) which explained that the intention is expected to take hold of the motivational factors influencing behaviour as well as be an indicator of how much effort a person is keen to utilize when doing the behaviour.

The study by Karjaluoto and Alatalo (2007) on consumers’ attitude towards and intention to take part in mobile marketing” has likewise found that intention is a potent indicator of behaviour. According to Shih and Fang (2004) they have likewise demonstrated that the behavioural intention to use Internet banking is a significant indicator of accurate usage behaviour. Various studies have verified that there is a high correlation among determined behaviour and intention because intention to use is a close antecedent of determined behaviour (Ajzen, 1985). Intention to use is the opinion of people that a specific behaviour will be made (Fishbein & Ajzen, 1975). Therefore, an individual will form an intention, when a specific behaviour is established, which is adopted to capture the motivational factors that apply the degree of impingement on the behaviour

(Ajzen, 1985). Numerous of the existing theories of adoption used intention as a predictor of behaviour or antecedent.

Furthermore, behavioral intention has been shown empirically to predict actual use (Davis, 1989; Malhotra & galleta, 1999; Yi & Hwang, 2003; Venkatesh, Speier & Morris, 2002). The purpose of using mobile marketing in this case is to build measures whether or not users who plan to use mobile marketing technology. This is a general feeling of priority users or whether it is advisable to take certain actions or not (Morris & Dillon, 1997). Intention can be quantify by providing an alternative to the consumer, and consumer testing alternative plan to implement. Dimensions intention be the sole criterion (eg that the user is likely to perform an action), or the criteria of features (eg voting in parliamentary elections). In essence, the intent can be considered as a goal or expectation values is the result of conscious process that requires time and consideration, while focusing on the consequences (Loewenstein, 2001). The purpose of this assumption is to predict consumer behaviour. Intention, therefore, is considered appropriate to catch the user's perception of using mobile commerce.

2.5 INDEPENDENT VARIABLES BACKGROUND

2.5.1 Attitude

Based on theory of reasoned action, the meaning of attitude to behaviour “is a person’s judgment that performs the behaviour is honourable or bad, that he is in favour of or to perfume the behaviour” (Ajzen and Fishbein, 1980). An individual's attitude to behaviour is resolved by the valuation of the desirability of the effect and significant opinions about the outcome of that

behaviour (Fishbein and Ajzen, 1975). When a person receives a confident evaluation of performing the behaviour, TRA suggests that the person's intention to do behaviour will be greater (Ajzen, 1991).

Attitude states of to the optimistic or bad valuation of an individual engages in behaviour. People who have a strong attitude to behaviour are likely to increase an intention to take out that behaviour (Ajzen, 1991). In this current research, customers' attitude on the way to engaging the mobile marketing services mentions to the person's evaluation whichever strong or weak towards intention to utilize mobile marketing services. Several surveys have confirmed that attitude is the highest encouragement on intention to using and holds a significant direct relationship with behavioural intention (Ismail and Razak, 2011). Moreover, Taylor and Todd (1995a), and Morris and Dillon (1997) detailed that the more strong an individual's attitude is, the resilient the behavioural predisposition. On the other hand, the more weak the attitude, the pathetic the behavioural predisposition is.

The significance of attitude in decisive behavioural intention has been distinguished by Kim, Kim, and Kil (2009) who state that attitude is the important variable that could not be taken out from the studying technology acceptance. In addition, Ramayah *et al.* (2009a) also announce that attitude towards behaviour is the main determinant of behavioural intention which is outcome from views that the behaviour pointers to result that the individual has been assessed. Their research also determines that with the purpose of stimulate behavioural intention, a favourable attitude necessities to be made. The extra favourable is the attitude, the tougher is the behavioural intention, and the additional probable is the performance of the behaviour.

Delightful into deliberation the significance of attitude that constantly influences behavioural intention to use the technology, this research also deliberates that attitude towards using mobile marketing services has strongly influenced intention to use mobile marketing services. As recommended via Khalil and Pearson (2008), encouraging attitude should be the first earlier than technology can be accepted. The use of attitude as antecedents of intention to use which has a strong connection is considered appropriate.

2.5.2 Subjective Norm

The concept of subjective norms reflects the existence of social explanations, and is recognized as a key concept of the TRA. A meta-analytic review of the TRA suggests that it has strong predictive usefulness across different conditions (Shepperd & Hardwick, 1988). It has been widely addressed in different areas as business ethics, internet banking, product purchasing and many others. Subjective norms are what makes the TRA take into account the elements of social influence (Shih & Fang, 2004), where they monitor the impact of various people from the social environment on customer and on its intentions, behaviours and beliefs, depending on the extent at which each of their opinions and actions would affect certain attributes. Referring to Ajzen and Fishbein (1980), subjective norm is “determined by his or her perception that salient social referents think he or she should or should not perform a particular behaviour”.

Moreover, proposed by Hartwick and Barki (1994) that the encouragement of subjective norms would be tougher due to the presence of referents because the potential user has no prior experience. According to Fan, Saliba, Kendall and Newmarch (2005) a user additionally would most possible

to prescribe and advice a service to his companion and family in the event that he or she is fulfilled by the service.

In a previous work, the impact of subjective norm on behavioural intention has revealed unpredictable result. The surveys by George (2004), Hsu et al. (2006), Mathieson (1991), and Shih and Fang (2004) uncover that subjective norm does not essentially impact behavioural intention. Otherwise the surveys by Bauer et al. (2005), Jayasingh and Eze (2009), Pedersen (2005), Shin et al. (2009), Taylor and Todd (1995a), and Venkatesh et al. (2000) has demonstrated that subjective norm has a positive immediate impact towards behavioural intention.

2.6 MODERATING VARIABLE

2.6.1 Student experience

With the enhancement of experience, repetitive behaviour becomes automatic and is directed to a greater extent by the associated clues (Jasperson et al. 2005). Consumers receive more chances to reinforce their habit because their experience more times to encounter the clues and perform the associated behavior by increasing experience, (Kim and Malhotra 2005). As a consequence, the essence of behavioral intention on technology usage will decline as experience rises. Studies in psychology have found that experience can mitigate the impression of behavioral intention on behavior. Based on study by Ahmad & Steve (2013), there are significant experience contrasts regarding the impacts of the builds on behavioural intention for students with three years or less of cell phone experience than for students with more than three years of cell phone experience.

2.7 HYPOTHESES DEVELOPMENT

Established on the literature review, key determinants have been named as possible key determinants of mobile marketing adoption in Malaysia. The determinants include attitude, subjective norms and moderating impact of student's experience. Coming after the debate in the literature review, the dependent variable in this field is "intention to use mobile marketing". Figure 2.4 depicts the theoretical model in this study.

Attitude toward use predicts the behavioral intention to apply. Finally, intention predicts the real habit of that technology (Davis, 1989). Pedersen et al. (2004) state that "Attitudes may well have been developed towards a service, but attitudinal influence seemed to require user experience" hypothesized is that;

H1 : There is positive relationship between student attitudes and intention to use mobile marketing services.

H2 : There is positive relationship between student subjective norm and intention to use mobile marketing services.

H3 : Students experience will positively moderate the relationship between their attitude and intention to use mobile marketing services.

H4 : Students experience will positively moderate the relationship between their subjective norm and intention to use mobile marketing services.

2.8 CHAPTER SUMMARY

This chapter has established relevant literature and theories that have assisted in conceptualizing and developing valid framework with their measurement

instruments. The chapter has also listed 4 hypothesized relationships that is to be quantitatively tested in this research.

CHAPTER 3

3.0 METHODOLOGY

3.1 INTRODUCTION

This chapter mainly discussed the methodology that was employed in collecting the needed data for this empirical research. The early part of chapter 3 introduced the research design that was used in this study. It further discussed source of data, data collection and procedure, measurement and data analysis technique.

3.2 RESEARCH DESIGN

A research plan is a professional program that specifies the methods and routines for collecting and analyzing the required data. It offers a framework for action in the study (Zikmund et. al, 2010). This survey was taken in parliamentary procedure to study the relationship between students' attitude and subjective norm on their intention to use mobile marketing services. Thus, this study investigated correlations between attitude and subjective norm as independent variables and behavioural intention as dependent variables and student experience as a moderator variable. This survey was directed in a non-contrived setting it is based on Sekaran and Bougie (2013) who says that 'correlation studies are continuously conducted in a non-contrived setting. The population, sample, sampling technique, measurement and data collection and analysis will be talked about in the following section accordingly.

In general, the research design aims to assist and guide researchers to obtain information needed in the study. The survey method used in the research by collecting data from the group that studied by using a set of questionnaires. Meanwhile the hypotheses are designed using present theory; this study takes on descriptive approach. Therefore, methods data collection that was being use in this research was descriptive

research and quantitative research. In descriptive research method the authors was using journals, books as a references to support the research presents it in a descriptive manner. The quantitative approach adopted to obtain the necessary data through the questionnaire instrument. By this method, they enable researchers to accumulate study and understand the information. In the course of the study, researcher use questionnaires in the hope of gathering information quickly and get a deeper understanding of the research. Respondents only need to specify the actual situation based questions.

3.2.1 Sample Size

In a research study, it is rattling vital to select a suitable sample size. As indicated by Roscoe (1975), the dependable guidelines for deciding sample size are as takes after:

- 1) Sample size larger than 30 and less than 500 are appropriate
- 2) In multivariate research, the sample size should be several times (preferably 10 times or more) as large as the number of variables in the subject.

In this field, the population is comprised of all students in Politeknik Ungku Omar, Perak (PUO) and Politeknik Sultan Azlan Shah, Perak (PSAS) as consumer of the mobile marketing services. Sum of the Politeknik Ungku Omar, Perak (PUO) and Politeknik Sultan Azlan Shah, Perak (PSAS) student on October 2013 is 11915 students. A questionnaire is produced and handed out to a sample of students in Politeknik Ungku Omar, Perak (PUO) and Politeknik Sultan Azlan Shah, Perak (PSAS) which is total student are 373 participants.

3.2.2 Population and Sampling Design

This study applied non-probability sampling, where respondents were given questionnaires based on their convenience. This type of sampling is called

convenience sampling; it is most useful where the population under study is too large to be covered from two different polytechnics in Perak, hence making it difficult to give the entire population equal right of being selected. Polytechnics in Perak was chosen because, these polytechnic have high number of students compared to other states in Malaysia (Ministry of Higher Education, 2013). According to quick facts by Ministry of Higher Education (2013) there are thirty two (32) polytechnics in Malaysia. Overall enrolment of students in 2013 was 89,503 (table 3.1). The total of two polytechnics has been chosen from Perak which are Politeknik Ungku Omar, Perak (PUO) and Politeknik Sultan Azlan Shah, Perak (PSAS).

Table 3.1 :
Number of Polytechnics and Enrolment in Malaysia

	Polytechnics		Location	Enrolment
1	Politeknik Engku Omar	(PUO)	Perak	6,997
2	Politeknik Sultan Haji Ahmad Shah	(POLISAS)	Pahang	6,002
3	Politeknik Sultan Abdul Halim Mu'azam Shah	(POLIMAS)	Kedah	6,318
4	Politeknik Kota Bharu	(PKB)	Kelantan	6,176
5	Politeknik Kuching	(PKS)	Sarawak	4,017
6	Politeknik Port Dickson	(PPD)	Negeri Sembilan	6,002
7	Politeknik Kota Kinabalu	(PKK)	Sabah	3,820
8	Politeknik Sultan Salahuddin Abdul Aziz Shah	(PSA)	Selangor	3,985
9	Politeknik Johor Bahru	(PJB)	Johor	4,045
10	Politeknik Seberang Perai	(PSP)	Pulau Pinang	4,228
11	Politeknik Kota Melaka	(PKM)	Melaka	1,725
12	Politeknik Kota Kuala Terengganu	(PKKT)	Terengganu	392
13	Politeknik Sultan Mizan Zainal Abidin	(PSMZA)	Terengganu	3,518
14	Politeknik Sultan Azlan Shah	(PSAS)	Perak	4,918
15	Politeknik Merlimau	(PMM)	Melaka	6,491
16	Politeknik Tuanku Sultanah Bahiyah	(PTSB)	Kedah	4,361
17	Politeknik Sultan Idris Shah	(PSIS)	Selangor	4,385
18	Politeknik Tuanku Syed Sirajuddin	(PTSS)	Perlis	4,280
19	Politeknik Muadzam Shah	(PMS)	Pahang	2,550
20	Politeknik Mukah	(PMU)	Sarawak	2,141
21	Politeknik Balik Pulau	(PBU)	Pulau Pinang	225
22	Politeknik Jeli	(PJK)	Kelantan	76
23	Politeknik Nilai	(PNS)	Negeri Sembilan	959
24	Politeknik Banting	(PBS)	Selangor	192
25	Politeknik Mersing	(PMJ)	Johor	418
26	Politeknik Hulu Terengganu	(PHT)	Terengganu	378
27	Politeknik Sandakan	(PSS)	Sabah	208
28	Politeknik Metro Kuala Lumpur	(PMKL)	Kuala Lumpur	239
29	Politeknik Metro Kuantan	(PMKU)	Pahang	163
30	Politeknik Metro Johor Baharu	(PMJB)	Johor	223
31	Politeknik Metro Betong Sarawak	(PMBS)	Sarawak	41
32	Politeknik Metro Tasek Gelugor	(PMTG)	Pulau Pinang	30
	Total			89,503

According to Martin and Barteson, (1986) mentioned gathering of more data from large sample size will give better impact to the statistical power. While, Abdul

Ghaffar (1999) stated sample size is essential because it characterizes the strength of the research's finding and stated bigger sample may influence the accurateness of the information obtained. Therefore, under this circumstance the target population for present study is the students from those two polytechnics stated above with total of 11,915 students as on 2013 enrolment. Table (table 3.2) shown the number of students based on polytechnics as of 2013 enrolment.

Table 3.2:
Number of Polytechnics and Enrolment in Perak.

	Polytechnics		Enrolment
1	Politeknik Ungku Omar,Perak	(PUO)	6,997
2	Politeknik Sultan Azlan Shah, Perak	(PSAS)	4,918
	Total		11915

Students are thought as the respondents for this study because of few understandings. Firstly, in light of the larger part of them having adult and mindful with the innovative period, students exhibit a key target market (Roach, 2009). Secondly, based sample of students according to the field of mobile marketing service since this specific demographic group is usually more common with mobile services apply them more than the all-inclusive community (Karjaluoto et al., 2005). Lastly, prior researches in mobile marketing have discovered that the age group almost certainly to be aware with mobile marketing is 18 to 25 years age group (Jayawardhena et al., 2009).

According to table (table 3.2) Krejcie and Morgan (1970) provides comprehensive scientific guideline as a reference for sample size decisions. Based on the table when the population size, $N = 10,000$, sample size $(S) = 373$ and when $N = 15000$, $S = 375$. Therefore, it can determine that the sample size for this research would

be around 373 samples. The estimated of sample size for each polytechnics are 200 samples for PUO and 173 for PSAS.

3.3 DATA COLLECTION AND PROCEDURE

The data collection method gathered through several ways, they were:

3.3.1 Primary Data

As indicated by Sekaran (2003), essential information or primary data is fixed as information that met for exploration from the genuine spot where the results are occurring. In this study, information will be accumulated using a questionnaire. This work obliges a survey system because of the researcher comprehends what is required and how to quantify the variables of enthusiasm, as has been illustrated by Sekaran (2003).

i) Questionnaires

Questionnaires are used as a survey instrument to gathered primary data from respondent. This data are necessarily needed to investigate respondent's insight and opinion of the respondents. Furthermore, the data from questionnaire is more actual, accurate and credible. Complete a self-administrated questionnaire which was originally grown for this determination. 25 items in questionnaire was created based on the variables in the frameworks. Paper survey will distribute to consumer which are students in polytechnics located at Perak by using simple random sampling. Questions test respondents to rate their degree of correspondence using a five – point Likert formatted scale.

3.4 MEASUREMENT

During the survey process, the researcher used English language since most of the respondents are students that use English as their main language in class room. This Study consists of several sections:

Section A: Demographic questions about participant's profile such as their gender, age, study program, awareness of mobile marketing, semester and mobile phone experience.

Section B: Question regarding Attitude

Section C: Question regarding Subjective Norm

Section D: Question regarding Intention to Use

A scale was used to measure the elements in this research is five-point Likert formatted scale, it is going from "Strongly Disagree" to "Strongly Agree". Responses are scored using bipolar categories (strongly disagree, disagree, not certain, agree, and strongly agree). For a powerful information gathering system when the researcher wants to measure the variables of interest, the length of survey generally short to dodge transient mood states, for example, weariness and weakness (Lindell & Whitney, 2001). This relative length of survey additionally encouraged the respondents to finish the overview between 10 to 15 minutes. For this study the questionnaire was not exceeding 20 words, or exceeds one full line in print. The final version of questionnaire contains of 5 pages including cover with 25 items distributed.

3.4.1 Validation of Instruments

The survey instruments in this research were taken from former works that had showed their validity and reliability. Minor adjustment to the question is made to suitable for the study perspective. Table 3.3 shows the questionnaires that adopted from prior surveys.

Table 3.3 :
Distribution of variables

Variables	Item	Sources
Attitude (ATT) 3 ATT1 ATT2 • ATT3 4 ATT4 . 2 ATT5 ATT6 D a t a	Section B Using mobile marketing is beneficial for me. Using mobile marketing is desirable for me. Using mobile marketing is a good idea. I will maintain a positive attitude toward using mobile marketing. It is an exciting idea by using mobile marketing services. It is a pleasant idea by using mobile marketing services.	Moon and Kim (2001); van der Heijden (2003); Khalil and Pearson (2008); Taylor and Todd (1995a)
Subjective Norm (SN) C SN1 l SN2 e SN3 c SN4 i SN5 o SN6 n	Section C My friends would suggest that I use mobile marketing and I want to do what they want. My friends important to me would think that using mobile marketing would be useful. My friends important to me would think that using mobile marketing would be a good idea. Relative would suggest that I use Mobile marketing and I want to do what they want. Relative persuasive to me would think that using mobile marketing would be useful. Relative persuasive to me would think that using mobile marketing would be a good idea.	Shimp and Kanvas, 1984
Behavioral Intention (BI) d BI1 A BI2 BI3 d BI4 m BI5 BI6 i n i s t	Section D I predict I will use mobile marketing services by given the chance I intend to use mobile marketing. If I were asked to express my opinion of mobile marketing, I intend to say something favorable. In the future, I intend to use marketing routinely I will recommend others use mobile marketing. It is probable I will mobile marketing in the future.	Venkatesh, Morris, Davis and Davis, 2003; Khalil and Pearson (2008); Taylor and Todd (1995a)

When getting to the data collection for the inquiry, there will be primary data which will be accumulated from the customers that using mobile

marketing services and secondary data will be mainly in the sort of research articles and other industry data about the mobile marketing services. The primary data, as scheduled will be gathered from a sample from the population, which is the student of Polytechnics that located in Perak. Since the nature of the population will have to closely resemble the demographic characteristics of the population, it is projected that the researcher will adopt a convenience sampling approach. The convenience sampling approach is a non-probability method.

As mentioned before quantitative strategies employed in data aggregation and hence a structured questionnaire will be used. The questionnaire will be assessing the customer perceptions about the effectiveness of the positive and negative retention strategies and will be built up based on a Likert formatted scale and in this study five-point Likert formatted scale is applied. A total of 373 questionnaires were distributed and 298 responses were collected. The survey papers were delivered directly to the respondent and data was collected over a period of 3 weeks. The data analysis will be analysing using statistical procedures by using Statistical Package for Science Social (SPSS).

3.5 DATA ANALYSIS TECHNIQUE

The data collected were processed using the Statistical Package for the Social Sciences (SPSS 2.0) for Windows. Data were examined using various statistical methods such as descriptive statistics and inferential statistics. Descriptive statistics provide simple summaries about the sample and the measures such as the demographic profiles of samples were obtained through the completed questionnaire returned

(Zikmund et. al., 2010). Inferential statistics is the operation of applying statistical methods in order to make conclusions from sample to an intact population. It is used to extrapolate from a sample to a population. And so, by using the SPSS software, all the exploration questions will involvement certain analyses, such as the Descriptive analysis, Reliability analysis, Factor Analysis, Correlation analysis and Regression.

In order to explore the antecedents to permission based mobile marketing, the greatest methodology to accomplish the intent and to make the greatest result is using quantitative research methodology. This research will aid in exhibiting on how customers giving permission through mobile marketing.

Descriptive statistical analysis is employed to show the means, and standard deviation of each one exploration variable. It applies to demonstrate of framing base characteristics of the information in a field. It will establish arrangements for providing means of support simple summaries about the sample and the bars. The foundation of almost every quantitative of analysis data will examine together with simple graphical analysis.

For analytical statistic, Cronbach's alpha was used as the reliability analysis due to its popularity. It identifies coefficient of reliability, consistency and correlation of survey items. The items of all variables (attitude, subjective norm and behavioural intention) would be analysed.

Factor analysis is functioning to reduce data in order to explain the total variances of total variables on why some of them correlated to each other. Kaiser-Meyer-Olkin (KMO) and Bartlett's test were employed as the adequacy and sphericity measurements (Pinsonneault and Kraemer, 1993). The exploratory factor analysis was applied to explicate the relationship among variables and their effects in factor analysis.

Undoubtedly, not all the analysed items are developed locally and suitable for everywhere. By doing so, it helps the researcher to check for validity and reliability of every detail in the research (Hair et al., 2006). The Pearson coefficient correlation test was applied to survey the relationships between the independent variables (attitude and subjective norm) and dependent variable (behavioral intention). Moreover, multiple regression analysis was applied to examine data for this survey. It is a technique in statistic to test linear relationship among one dependent variable with several independent variables. It anticipates the coefficients of linear equation (Hair et al., 2009).

3.6 CHAPTER SUMMARY

This chapter presents the details of the approaches adopted in this work. The measurements of the constructs were adopted from the literature and the focus group session discussions. A complete data analysis of the study will be reported in the following chapter.

CHAPTER 4

4.0 RESEARCH FINDING AND DISCUSSION

4.1 INTRODUCTION

The objective of this chapter is to present the commitment for the study and complete analysis of the result of the data that were collected at the quantitative explanatory stage via questionnaire designs. It specifically presents key results from the survey response analysis, respondents and their demographic profiles, measures of validity and reliability, regression analysis and detailed results from the hypotheses testing.

4.2 ANALYSIS OF SURVEY RESPONSE

In this chapter the result of the statistical of the data gathered will be awarded. A sum of 298 questionnaires was gathered from the survey of 373 questionnaires that were handed out. The statistical analysis was prepared by using SPSS 20.0 version software, the discussion of the research finding will be discussed along the research objectives and theories that have distinguished in the subject area and it will be discussing the impact of attitudes and subjective norms towards behavioral intention to utilize mobile marketing. Furthermore, the moderating impact of is student experience will also be discussed.

4.3 DESCRIPTIVE STATISTICAL MEASUREMENT

4.3.1 Analysis of demographic factors

This study consists of 7 of the demographic pieces of personal information about the respondents that participate in this survey. The factors that involve such as which polytechnic, gender, age, study program, current semester,

experience of using mobile phone, and awareness about mobile marketing services.

Table 4.1 :
Respondent Profile

	Frequency N = 298	Percent (%)
polytechnics		
Politeknik Ungku Omar (PUO)	185	62.1
Politeknik Sultan Azlan Shah (PSAS)	113	37.9
Total	298	100
Gender		
Male	133	44.6
Female	165	55.4
Total	298	100
Age		
18-20	88	29.5
21-25	210	70.5
Total	298	100
Study program		
Certificate	91	30.5
Diploma	207	69.5
Total	298	100
Current semester		
1	32	10.7
2	34	11.4
3	39	13.1
4	44	14.8
5	33	11.1
6	116	38.9
Total	298	100
Mobile phone experience		
1-3 years	59	19.8
4-6 years	70	23.5
7-9 years	169	56.7
Total	298	100
Awareness of mobile marketing services		
Yes	272	91.3
No	26	8.7
Total	298	100

The result shown in the table above, it is being noted that 185 respondents are from Politeknik Ungku Omar (PUO) representing 62.1% , while 113 are from Politeknik Sultan Abdul Azlan Shah representing 37.9%. the total frequency had a total of 298 respondents. For respondents gender it made up 44.6% male respondents and 55.4% female respondents. Age of the respondents are between 21 and 25 years old which represented by 70.5%, it is significantly reveals the age bunch that is aware with mobile marketing because most of respondents are from this age.

Most of the respondents are presently in Diploma programme which involve of 207 respondents representing 69.5%, while, student currently under certificate programme represents 30.5% which is equal to 91 respondents. Student from the first semester consist of 32 respondents which representing 10.7%, second semester consist of 34 respondents representing 11.4%, third semester students consist of 39 respondents and translate to 13.1%, while fourth semester consist of 44 respondent representing 14.8%, fifth semester are consist of 33 respondents which is translate to 11.1%, and most of respondents are from sixth semester which is consist of 116 respondent and equivalent to 38.9%.

Regarding to the mobile phone experience, most of students was used a mobile phone for 7 to 9 years which representing 56.7% or 169 respondents. For 4 to 6 years' experience of using mobile phone there are consist of 70 respondents or equivalent to 23.5%. There are only consisting of 59 respondents for 1 to 3 years mobile phone experience, representing 19.8%. Student or youthful clients have been taken as the age bunch that is mindful about mobile marketing, that is proven by 91.3% or 272 of respondents indicated that they are alert about mobile marketing before this. Only 26

respondents' representation of 8.7% claimed that they do not know about mobile marketing services.

4.4 RELIABILITY ANALYSIS

Reliability is the set of measurements or consistency of a measuring tool, often employed to carry out an actual data. For different reliability coefficient, a number of instrument can be used such as Split half reliability, Parallel, Strictly parallel, Guttman, and Cronbach's Alpha. The instrument that most essentially utilized is Cronbach's alpha since it could be perused as a correlation coefficient and series in rate from 0 to 1 (Coakes and Steed, 2003). For that understanding, in this research, Cronbach's alpha was choosing as a measurement of reliability for every element.

The reliability test for attitude, subjective norm and behavioural intention variables was shown in table 4.2 , the details result shown in Appendix C. For attitude, the Cronbach's alpha coefficient was 0.984 and it was acceptable and it was excellent since it was above 0.9, that is proven by John and Reve (1982) they proposed, the alpha level that is more than 0.90 should be categorized as been excellent, it should be good is more than 0.80, more than 0.70 are acceptable, while the one that questionable if more than 0.60, more than 0.50 are poor for the research, and less than 0.50 are un acceptable for academic purpose.

Reliability test for subjective norm variable shown the cronbach's alpha coefficient was 0.969 and it was excellent to accept. It signified the internal consistency of the 6 items in subjective norm variable test was acceptable reliable. The cronbach's alpha for behavioural intention was 0.994 and it was acceptable since above 0.90. It signified the internal consistency of the 6 items in behavioural intention variable test was reliable.

Table 4.2 :
Result of reliability test

Variable Items	Cronbach's Alpha	Number of Items
Attitude	0.984	6
Subjective Norm	0.969	6
Behavioural Intention	0.994	6

4.5 EXPLORATORY FACTOR ANALYSIS (EFA)

The details result of factor analysis was shown in Appendix D. In the factor analysis, Kaiser-Meyer-Olkin (KMO), Bartlett's test and exploratory factor analysis (EFA) was accepted. All independent variables and dependent variable were used factor analysis to break down the information in order to develop the factor that clarify determinant of intention to use mobile marketing.

4.5.1 Kaiser-Meyer-Olkin (KMO) and Bartlett's Test

The KMO and Bartlett's test complete result for this study was shown in Appendix D : Table 1. The KMO and Bartlett's test of sphericity is measure of sampling adequacy that is proposed to check the case to variable percentage for the dissection being directed. KMO and Bartlett's test assume the critical part for tolerating the sample adequacy. Furthermore, the measurement of KMO for sampling has the adequacy index ranges from 0 to 1. The value of suggested is 0.5 as a minimum value for the factor analysis while the value of 0.7 and above is the good factor analysis (Kaiser,1974). From the table 4.3, the result indicated the factor analysis was superb since the value of KMO was 0.919. It proven by Kaiser (1974), any value falls from 0.5 to 0.7 is referred as

mediocre, the value from 0.7 to 0.8 categorized as good, while the value from 0.8 to 0.9 could be seen as great and finally the value above 0.9 could be categorized as superb. For the Bartlett's test the recommended value for factor analysis is must be less than 0.5. The Bartlett's test for the data in this study is highly significance at ($p > 0.000$), this outcomes has statistical confirmed that the factor analysis is appropriate for this study.

Table 4.3 :
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.919
Bartlett's Test of Sphericity	Approx. Chi-Square	13287.499
	df	153
	Sig.	.000

4.5.2 Factor Loading and Communality

Exploratory factor analysis with varimax rotation was conveyed. Moreover, varimax rotation appears to make a cleaner partition of the elements (Hair, Black, Babin and Anderson, 2010). Appendix D : Table 2 and table 3, was shown the complete values of communality and loading factor for this research. As a suggested by Tabachnick and Fidell (2001), the rule of thumb for the minimum loading is recommended at 0.32, it equal to about 10% of similar variance with others items. Meanwhile, for communality value of 0.5 or greater will accept (Hair *et al.*, 2010). Table 4.4 shown the factor analysis for attitude. In this table the loading factors for all items were above the cut off threshold. Loading factor for each item is ranged from 0.738 to 0.787. For the communality, all item also being accepted because the value

above 0.5 which is ranged 0.873 to 0.957. That shows, no deletion for the items done on this.

Table 4.4 :
Factor analysis result for attitude.

Items	Loading	Communality
Attitude 1	0.787	0.873
Attitude 2	0.786	0.957
Attitude 3	0.777	0.944
Attitude 4	0.771	0.948
Attitude 5	0.751	0.913
Attitude 6	0.738	0.925

In table 4.5, the factor analysis result for subjective norm was shown. Loading factor for six items in this dimension is high, going from 0.61 to 0.870. For the communality, all items were above 0.5 which is going from 0.847 to 0.924. That shows, the entire items were related to this study.

Table 4.5:
Factor analysis result for subjective norm.

Items	Loading	Communality
Subjective Norm 1	0.691	0.850
Subjective Norm 2	0.691	0.849
Subjective Norm 3	0.699	0.863
Subjective Norm 4	0.855	0.919
Subjective Norm 5	0.870	0.924
Subjective Norm 6	0.858	0.898

The result shown in the table 4.6 is for behavioural intention factor analysis. The loading factor for all items in behavioural intention was above the cut off threshold. The six items in this dimension loaded from 0.823 to 0.840. For the communality, all items were greater than 0.5. That shows the entire items were related in this study.

Table 4.6 :
Factor analysis results for behavioural intention.

Items	Loading	Communality
Behavioural Intention 1	0.834	0.951
Behavioural Intention 2	0.837	0.965
Behavioural Intention 3	0.840	0.975
Behavioural Intention 4	0.823	0.96
Behavioural Intention 5	0.838	0.981
Behavioural Intention 6	0.828	0.972

4.6 CORRELATION

Correlation inferential statistical measurement between independent variables and dependent variable were one of the approaches measured in this study. The correlation in any study is used to measure the relationship between two variables. Table 4.7 shows the correlation matrix result to test association between behavioural intention towards attitude and subjective norm. In this study there are significance relationship between the behavioural intention with attitude ($r = 0.838$, $p = 0.000$). Similar result also had been obtained for behavioural intention with subjective norm associated at $r = 0.768$, $p = 0.000$. The Pearson coefficient correlation analysis also displayed that there was

significance relationship between attitude and subjective norm associated at $r = 0.814$, $p = 0.000$.

Table 4.7
The Pearson coefficient correlation test for behavioural intention.

		Attitude	SubjectiveN	Behavioural
Attitude	Pearson Correlation	1		
	Sig. (2-tailed)			
	Sum of Squares and Cross-products	182.699		
	Covariance	.615		
	N	298		
SubjectiveN	Pearson Correlation	.814**	1	
	Sig. (2-tailed)	.000		
	Sum of Squares and Cross-products	171.117	242.013	
	Covariance	.576	.815	
	N	298	298	
Behavioural	Pearson Correlation	.838**	.768**	1
	Sig. (2-tailed)	.000	.000	
	Sum of Squares and Cross-products	160.111	168.833	199.778
	Covariance	.539	.568	.673
	N	298	298	298

** . Correlation is significant at the 0.01 level (2-tailed).

4.7 MULTIPLE REGRESSION ANALYSIS

Table 4.8 presents result of regression analysis. This result is used to assess the strong point of proposed relationship. After filtering with factor analysis four hypotheses were expressed and all variables were continued to analyse. The outcomes of the regression analysis for this research are discussed thus. The complete coefficient table of each independent variable for this research was shown in appendix F: table 4. Result of table 4.8 shown that, attitude and subjective norm explained 72.2 % of the

variations in behavioural intention to use mobile marketing. This solution also has found that attitude and subjective norm are positively linked to behavioural intention, thus it should be reasoned that the first and second hypotheses which is H1 and H2 are supported at the significance level of $p < 0.01$. This resolution also made that attitude ($t = 11.998$; $p < 0.01$) is almost greatly determinant of behavioural intention.

Table 4.8
Coefficients

Model	R ²	Adjusted R ²	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			B	Error Std.	Beta		
1	0.724	0.722					
Adjusted R ²							
(Constant)			0.578	0.139		4.171	0.000
Attitude			0.660	0.055	0.631	11.998	0.000
SubjectiveN			0.231	0.048	0.254	4.830	0.000
2	0.737	0.734					
Adjusted R ²							
(Constant)			0.275	0.158		1.742	0.082
Attitude			0.675	0.054	0.646	12.513	0.000
SubjectiveN			0.221	0.047	0.244	4.728	0.000
MOBILE_EXP			0.117	0.031	0.113	3.780	0.000

However, when the student experience influence to independent variable which is attitude and subjective norm, it described 73.4% of the variations in the behavioural intention to utilize mobile marketing services. That is shown, student experience influence independent variables to become more important. This solution also has found that the moderating impact of the student experience through attitude and subjective norm positively connected to behavioural intention, then it can be reasoned that third and fourth hypotheses which are H3 and H4 are acceptable and

the significance level at $p < 0.01$. The result was support the relationship between attitude and subjective norm in determining behavioural intention to utilize mobile marketing. The result also was strengthening the importance of the moderating impact of the student experience through attitude ($t = 12.513$; $p < 0.01$) in determining behavioural intention to utilize mobile marketing.

Table 4.9:
Summary of hypotheses testing

Hypotheses	Status
H1 There is positive relation between student attitudes towards intention to use mobile marketing services.	Accepted
H2 There is positive relation between student subjective norms towards intention to use mobile marketing services.	Accepted
H3 Students experience will positively moderate the relationship between their attitude and intention to use mobile marketing services.	Accepted
H4 Students experience will positively moderate the relationship between their subjective norm and intention to use mobile marketing services.	Accepted

4.8 DISCUSSION

This research had been conducted in Politeknik Ungku Omar, Perak (PUO) and Politeknik Sultan Azlan Shah, Perak (PSAS) and population of the research is approximately on October 2013 is 11915 of students. 373 questionnaires were distributed but only 298 were returned back and usable to analyse for this research. This

research is to examine the factors that influence polytechnics students to use mobile marketing services. The research thereby intended to look the relationship between factors towards intention to use mobile marketing services. After following the literature, two independent variables were considered suitable for this research; attitude and subjective norm. After carrying out the statistical analysis, the result shown, both of independent items remained and were able to be tested. Four research questions were asked and answered according to the research objectives. Four research hypotheses also developed.

4.8.1 Discussion of finding

Objective 1: To determine the relationship between student attitude and their intention to use mobile marketing services.

A research outcome of this survey on straight connection between attitude, subjective norm and behavioural intention is parallel with the prior study about behavioural intention (Ismail and Razak, 2011). Latest study by Tsai (2010) and Ismail and Razak (2011) also verified that attitude has a straight positive connection with behavioural intention. Compared to subjective norm, the finding shown that the attitude has strong relationship with behavioural intention. That is proven by a relationship between attitude and behavioural intention associated at $t = 11.998$ compared to subjective norm only $t = 4.830$.

The adoption of mobile marketing by consumer is significant for both researchers as well as related companies. For academic perspective, the suggested model can be highlighted on the importance of attitude in determining the behavioural intention to utilize mobile marketing. Attitude brings up to a person's strong or weak evaluation about performing a particular behaviour. Person who

has more encouraging attitude towards behaviour is possible to improve an intention to carry out that behaviour (Ajzen, 1991). For this research, consumers' attitude towards consuming the mobile marketing services brings up to person's assessment strong or weak towards intention to use mobile marketing services. Attitude has long been shown to influence behavioural intentions (Ajzen & Fishbein, 1980).

Unsurprisingly, attitude was found to have a positive relationship on the intention to using mobile marketing services. This result is in tandem with previous empirical studies in the information system field (e.g. Chang & Cheung, 2001; Davis *et al.*, 1989; Taylor & Todd, 1995a) and mobile marketing services (Ismail & Razak, 2011). This result also supports with the research on intention to use internet stock trading which attitude suggestively influence behavioural intention this research was done by Ramayah *et al.* (2009a).

This result certifies the research of previous studies by Bauer *et al.* (2005), Hsu *et al.* (2006), Nysveen *et al.* (2005), Scharl *et al.* (2005) and Rohm & Sultan (2006) on the effect of attitude on intention to use the technology. Additional research by Schierz *et al.* (2010), Tsai (2010) and Norazah (2011) also stated the same result with others that attitude towards using a technology has a significant relationship with intention to using the technology. Their several studies clinch that if the users have positive attitude to use the services, it will straight intention toward using the technology. The important outcomes in this research mean that a strong assessment of mobile marketing by person will clue to their intention towards using the technology.

The result also suggests that the formation of positive attitude towards using mobile marketing services has to happen before the technology can be

accepted. The significant results between attitude and intention to use, supports Kim *et al.* (2009) that attitude is the main element which should be included in the theory when investigating the technology acceptance of persons. Moreover, the significant positive result of attitude and intention to use signify that the intention to use mobile marketing services could be improved by encouraging positive attitude. The more the attitude is favourable, the greater the behavioural intention towards using mobile marketing services.

From practical perspective, the strong connection between attitude and intention to using disclose that in interactive communicating and providing awareness to the would-be users about the advantage of mobile marketing services, it can be prepared by using multi-channel like publicity and campaign. Positive statements or opinions from those closest to the peoples who are known as reference groups also play an important role in persuading them to using mobile marketing services. Consequently, marketing managers or a contemporary with should be mindful of the importance of users' attitude since attitude plays a significant part in stimulate their intention to use a technology. Superior awareness of the grandness of this element will help practitioners in concentrating the marketing strategy to convince the customers to using the good or services.

Additionally, in increasing effective marketing strategies or marketing plan, it asks the companies to classify and concentrate on the correct good for the correct target market. Thus, it is vital for companies to have customers' profiles that cover more positive attitudes to use mobile marketing services. Meanwhile, according to Barutcu (2007) youth segment is the greatest targeted segment by mobile service suppliers or providers, holding open the profile of their merchandise or service preferences can assistance the companies to take down

marketing costs and increase efficacy reasonably than carrying out mass mobile marketing programs. Considerate the consumers' attitude will advantage the companies to get more understanding their intention to using the goods or services.

The outcome of this research also indicates that managers or directors should observe the causes to increase consumer's attitude in mobile marketing goings-on. This is because if the individuals who expressed a positive assessment of the behaviour, the greater the desire for them to do that behaviour. In other explanation, consumers have a greater positive evaluation towards utilize mobile marketing services; they aim higher to use mobile marketing services. The more positive an individual's attitude, the tougher the behavioural intention and in contrast with, the more negative an individual's attitude, the fragile the behavioural intention is (Morris & Dhillon, 1997; Taylor & Todd, 1995a).

Objective 2: To determine the relationship between student subjective norms and their intention to use mobile marketing services.

The objective is to explore the connection between subjective norm and behavioural intention towards using mobile marketing. Subjective norm talk about to a person's insights of other person's views on either an individual's should accomplish or not a specific behavior (Ajzen,1991). The result of this study also supports hypothesis 2 that subjective norm has a significant and positive connection with the intention towards using mobile marketing services. The significance outcome of subjective norm and intention towards using mobile marketing services in this research is compatible with previous practical research of information related literature (e.g. Taylor & Todd, 1995a, 1995b; Venkatesh *et*

al., 2000). The outcome is also consistent with other research of related with internet (e.g. Hanudin, 2009; Khalil & Pearson; 2008; Ramayah *et al.*, 2009a) set up that subjective norm has a straight significant positive connection with behavioral intention towards the technology using. In specifically, the outcomes of this research confirm prior work by Bauer *et al.* (2005), Karjuoloto and Alatalo (2007), Lu *et al.* (2003), Pedersen (2005) to the strong impression of subjective norm on the intention towards the technology using. Suggested by Ajzen (1991), attitudes towards behavior and subjective norm control are persons' determining factor of behavioral intention which can encouragement their behavior to use of a specific technology. This is imputable to the perception of real consequences associated with the target behavior can be overly influenced by relevant other opinion, for example, professors and peers in their written report of intention to use computer resource centre. Thus, the nature of the profession may partly explain the insignificant effects of subjective norm on behavioral intention (Chau & Hu, 2001). Nevertheless, as stated by Pedersen (2005) subjective norm should play an important role when accompanying the in mobile service context research. That might be the rational reason for significant connection of subjective norm to behavioural intention in many of the prior studies and likewise in this research.

In practical perception, the important result of subjective norm on intention to using mobile marketing services disclose that subjective norm must be engaged into account in inspiring the acceptance of mobile marketing in Malaysia particularly. Mobile service sources might apply numerous social networks and channels like word of mouth in attracting customers' intention to using the goods or services. In real data, the decision to utilize mobile marketing services

sometimes was influenced by the environment such as people around the individuals like family and allies. It is important for mobile service provider to promote the role of mobile marketing via word of mouth communication. To accomplish that, the companies might utilize viral marketing that uses people as a medium to pass on a certain message. Viral marketing is the merchandising phenomenon that can help and encourage people to extend on a marketing message voluntarily (Kotler, 2003). This scheme should be adopted into account by companies in order to encourage intention to utilize mobile marketing services as viral marketing has been done in our everyday lives. For instance, we always forward the messages that we had in the form of text messages and electronic mail.

In summation, the excessive utilization of social networking websites like Facebook, twitters and so on by Malaysians tend to improve viral marketing through sharing with their friends regarding product or services. Viral marketing will serve to influence individuals towards using certain products or services. This is particularly good in young consumers' cases as mentioned by Ling and Yttri (2002) in which teenagers speed up to subscribe to SMS in order to come close to their peers which was determined by the need to operate in squads with other scholars. Moreover, mobile service providers might enhance their promotional activities by using existing users of mobile marketing to persuade them to use the goods or services. Thus, mobile service providers require putting the effort on focusing on enhancing subjective norm since this factor will stimulate the intention to utilize mobile marketing services.

Objective 3: To determine the moderating impact of student experience on the relationship between attitude and intention to use mobile marketing services.

Objective 4: To determine the moderating impact of student experience on the relationship between subjective norms and intention to use mobile marketing services.

The result indicated that there exist significance experience differences in attitude and subjective norm on behavioural intention. The result of this study also supports hypothesis 3 and hypothesis 4 that student experience on the relationship between attitude has a significant straight positive connection with the intention towards using mobile marketing services. It goes same to hypothesis 4 that student experience on the relationship between subjective norms has a significant straight positive connection with the intention towards using mobile marketing services. Students' experience of mobile devices moderates the independent variables which is attitude and subjective norm. The result also showed that student experience influent independent variables; it is proved by students' with more than 7 years' experience of using mobile phone is leading with 56.7% compared to less than 7 years'. The significance outcome of student experience on the relationship between attitude, subjective norm and intention towards using mobile marketing services in this research is compatible with previous practical research of information related literature, research by Ventakesh and Davis (2000) they found out that experience tends to increases the influent of subjective norm towards intention to use the technology. Prior research done by Park, Yang and Lehto (2007) they reveal that experience

demonstrated significant moderating effect on the relationships between the main antecedents towards using mobile technology devices.

4.9 CHAPTER SUMMARY

This chapter has described the consequences of the questionnaire done by Politeknik Ungku Omar and Politeknik Sultan Azlan Shah students. The results were explained by using the reliability test, factor analysis, Pearson correlation test and multiple regression analysis. So all measures appeared to be authentic and valid for analysis of the mannequin, which supported the hypotheses that all the variables have positive towards behavioural intention to use mobile marketing services.

CHAPTER 5

5.0 CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION

The outcomes from the finding were discussed in this chapter. This survey was taken in an exploratory manner and the components that impact people on their intention to use mobile marketing such attitude and subjective norm are discussed.

5.2 CONCLUSION

The aim of this study is to determine a relationship of attitude and subjective norms on their intention to use mobile marketing based on TRA by Fishbein and Ajzen (1975) and UTAUT model by Venkatesh et al. (2003). The approach adopted by the theory provides a larger set of antecedents that can better explain the intention to adopt a technology and usage behaviour of mobile marketing services, consequently enhancing the theoretical and practical contribution of this study.

The objective of the study is to determine the relationship between student attitude and their intention to use mobile marketing services. The study also determines the relationship between student subjective norm and their intention to use mobile marketing services. Furthermore, the study is to determine the moderating impact of student experience on the relationship between attitude and intention to use mobile marketing services. The study also seeks to determine the moderating impact of student experience on the relationship between subjective norms and intention to use mobile marketing services. From the results obtained, the proposed framework is significantly validated. All in all, the results signify that the model provides a good understanding of factors that influence the intention to use of mobile marketing.

Thus, it can be concluded that the main beliefs (attitude and subjective norm) are strong predictors of students' intentions to use the technology within mobile context. The study also establishes the role of behavioural intention as proxy or predictors of behaviour in mobile marketing field. Interestingly, the moderating variable (student experience) also significantly validated. Eventually, this study has identified the limitations of the study and proposes future research direction as concluding remark.

5.3 LIMITATION AND RECOMMENDATION

The empirical study has several restrictions; it is worth to declare that. Firstly, due to time constraint this research has used small sample size. The sample of this research has been just emphasis to young consumers which is students aged 18 to 25 only, that is not showed a complete survey of numerous segments in Malaysia. Further research can be beefed up by added number of sample size and counting other participant's age group in another segment of sample size such as working women in government sector in Malaysia. Secondly, the field of this study only in the state of Perak, therefore the sample cannot be generalized, future study should be expand to others states so that it can be generalize in Malaysia as a wholly. Thirdly, this research only emphasizes on the factors in that influencing the usage of mobile marketing as a whole and knowingly choose not to investigate on single kind of mobile marketing services such as mobile coupon, mobile banking, mobile ticketing, mobile advertising, mobile TV, etc. therefore the further study try to focus on particular type of marketing since research about mobile marketing has great opportunities to know and explored. Finally this research just focus to sample in Malaysia, further study should be do it at others countries with different weather, lifestyle, income or beliefs so that dissimilarities will give the mobile marketing acceptance.

APPENDIX A

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APPENDIX B
QUESTIONNAIRE FORM



RESEARCH

**ANALYZING THE RELATIONSHIP BETWEEN STUDENTS ATTITUDE AND
SUBJECTIVE NORM ON THEIR INTENTION TO USE MOBILE
MARKETING SERVICES : EVIDENCE FROM POLYTECHNIC IN PERAK.**

1. This questionnaire concerns on the factors that influencing young customers' acceptance mobile marketing services in Malaysia.
2. All information given in this questionnaire will be kept **STRICTLY CONFIDENTIAL**.

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Thank you for participating in this study.

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SECTION A: DEMOGRAPHIC

Please answer the following questions concerning your DEMOGRAPHIC. Please tick (√) for each question.

1. Polytechnics

Politeknik Ungku Omar (PUO)

Politeknik Sultan Azlan Shah (PSAS)

2. Gender

Male

Female

3. Age

18 - 20

21 - 25

4. Study Program

Certificate

Diploma

5. Current Semester

1

3

5

2

4

6

6. Mobile Phone Experience

1 - 3 Years

4 - 6 Years

7 - 9 Years

7. Awareness of Mobile Marketing Services

Yes

No

SECTION B : Attitude

The following statements relate your feeling towards mobile marketing services. Each of the statement was accompanied by 5 point of scale, from “Strongly Disagree” (1) to “ Strongly Agree” (5). Please tick (√) the appropriate answer. There are no right or wrong answers.

***Scale**

1	2	3	4	5
Strongly Disagree	Disagree	Not Certain	Agree	Strongly Agree

No.	Items	* Scale				
1.	Using mobile marketing is beneficial for me.					
2.	Using mobile marketing is desirable for me.					
3.	Using mobile marketing is a good idea.					
4.	I will maintain a positive attitude toward using mobile marketing.					
5.	It is an exciting idea by using mobile marketing services.					
6.	It is a pleasant idea by using mobile marketing services.					

SECTION C : Subjective Norm

The following statements relate your feeling towards mobile marketing services. Each of the statement was accompanied by 5 point of scale, from “Strongly Disagree” (1) to “ Strongly Agree” (5). Please tick (√) the appropriate answer.

There are no right or wrong answers.

***Scale**

1	2	3	4	5
Strongly Disagree	Disagree	Not Certain	Agree	Strongly Agree

No.	Items	* Scale				
7.	My friends would suggest that I use mobile marketing and I want to do what they want.					
8.	My friends important to me would think that using mobile marketing would be useful.					
9.	My friends important to me would think that using mobile marketing would be a good idea.					
10.	Relative would suggest that I use Mobile marketing and I want to do what they want.					
11.	Relative persuasive to me would think that using mobile marketing would be useful.					
12.	Relative persuasive to me would think that using mobile marketing would be a good idea.					

SECTION D : Behavioral Intention

The following statements relate your feeling towards mobile marketing services. Each of the statement was accompanied by 5 point of scale, from “Strongly Disagree” (1) to “ Strongly Agree” (5). Please tick (√) the appropriate answer.

There are no right or wrong answers.

***Scale**

1	2	3	4	5
Strongly Disagree	Disagree	Not Certain	Agree	Strongly Agree

No.	Items	* Scale				
13.	I predict I will use mobile marketing services if given the chance					
14.	I intend to use mobile marketing.					
15.	If I were asked to express my opinion of mobile marketing, I intend to say something favorable					
16.	In the future, I intend to use mobile marketing routinely					
17.	I will recommend others use mobile marketing.					
18.	It is probable I use will mobile marketing in the future.					

YOUR COOPERATION IS REALLY APPRECIATE

THANK YOU

APPENDIX C

RELIABILITY

Scale: Attitude

Table 1 : Reliability Statistics

Cronbach's Alpha	N of Items
0.984	6

Table 2 : Item Statistics

	Mean	Std. Deviation	N
ATT_1	4.2315	.84691	298
ATT_2	4.2517	.80429	298
ATT_3	4.2584	.80634	298
ATT_4	4.2752	.81119	298
ATT_5	4.2584	.80634	298
ATT_6	4.2919	.81567	298

Table 3 : Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ATT_1	21.3356	15.443	.899	.985
ATT_2	21.3154	15.382	.970	.978
ATT_3	21.3087	15.420	.959	.979
ATT_4	21.2919	15.366	.963	.979
ATT_5	21.3087	15.534	.938	.981
ATT_6	21.2752	15.426	.945	.981

Table 4 : Scale Statistics

Mean	Variance	Std. Deviation	N of Items
5.5671	22.145	4.70588	6

Scale: Subjective Norm
Table 5 : Reliability Statistics

Cronbach's Alpha	N of Items
.969	6

Table 6 : Item Statistics

	Mean	Std. Deviation	N
SN_1	4.2282	.90357	298
SN_2	4.2349	.90557	298
SN_3	4.2416	.90751	298
SN_4	3.9329	1.02273	298
SN_5	3.9362	1.03766	298
SN_6	3.9161	1.02642	298

Table 7 : Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SN_1	20.2617	21.063	.899	.964
SN_2	20.2550	21.046	.899	.964
SN_3	20.2483	20.962	.909	.963
SN_4	20.5570	19.938	.914	.962
SN_5	20.5537	19.851	.909	.963
SN_6	20.5738	20.117	.887	.965

Table 8 : Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24.4899	29.335	5.41617	6

Scale: Behavioral Intention

Table 9 : Reliability Statistics

Cronbach's Alpha	N of Items
.994	6

Table 10 : Item Statistics

	Mean	Std. Deviation	N
BI_1	4.3020	.82637	298
BI_2	4.3356	.83372	298
BI_3	4.3356	.83372	298
BI_4	4.3289	.83237	298
BI_5	4.3490	.83627	298
BI_6	4.3490	.83627	298

Table 11 : Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BI_1	21.6980	16.966	.965	.993
BI_2	21.6644	16.843	.976	.993
BI_3	21.6644	16.803	.983	.992
BI_4	21.6711	16.868	.973	.993
BI_5	21.6510	16.753	.988	.991
BI_6	21.6510	16.794	.981	.992

Table 12 : Scale Statistics

Mean	Variance	Std. Deviation	N of Items
26.0000	24.215	4.92092	6

APPENDIX D

FACTOR ANALYSIS

Table 1 : KMO and Bartlett test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.919
Bartlett's Test of Sphericity	Approx. Chi-Square	13287.499
	df	153
	Sig.	.000

Table 2 : Communalities

	Initial	Extraction
ATT_1	1.000	.873
ATT_2	1.000	.957
ATT_3	1.000	.944
ATT_4	1.000	.948
ATT_5	1.000	.913
ATT_6	1.000	.925
SN_1	1.000	.850
SN_2	1.000	.849
SN_3	1.000	.863
SN_4	1.000	.919
SN_5	1.000	.924
SN_6	1.000	.898
BI_1	1.000	.951
BI_2	1.000	.965
BI_3	1.000	.975
BI_4	1.000	.963
BI_5	1.000	.981
BI_6	1.000	.972

Extraction Method: Principal Component Analysis.

Table 3 : Rotated Component Matrix^a

	Component		
	1	2	3
BI_3	.840		
BI_5	.838		
BI_2	.837		
BI_1	.834		
BI_6	.828		
BI_4	.823		.405
SN_5		.870	
SN_6		.858	
SN_4		.855	
SN_3	.442	.699	.423
SN_2	.436	.691	.425
SN_1	.439	.691	.425
ATT_1			.787
ATT_2	.434		.786
ATT_3	.434		.777
ATT_4	.443		.771
ATT_5	.435	.401	.751
ATT_6	.448	.424	.738

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

APPENDIX E

PEARSON COEFFICIENT CORRELATION TEST

Table 1 : Correlations

		Attitude	SubjectiveN	Behavioural
Attitude	Pearson Correlation	1	.814**	.838**
	Sig. (2-tailed)		.000	.000
	Sum of Squares and Cross-products	182.699	171.117	160.111
	Covariance	.615	.576	.539
	N	298	298	298
SubjectiveN	Pearson Correlation	.814**	1	.768**
	Sig. (2-tailed)	.000		.000
	Sum of Squares and Cross-products	171.117	242.013	168.833
	Covariance	.576	.815	.568
	N	298	298	298
Behavioural	Pearson Correlation	.838**	.768**	1
	Sig. (2-tailed)	.000	.000	
	Sum of Squares and Cross-products	160.111	168.833	199.778
	Covariance	.539	.568	.673
	N	298	298	298

** . Correlation is significant at the 0.01 level (2-tailed).

APPENDIX F
MULTIPLE REGRESSION ANALYSIS

Table 1 : Descriptive Statistics

	Mean	Std. Deviation	N
Attitude	4.2612	0.78431	298
Subjective Norm	4.0817	0.90270	298
Behavioural	4.3333	0.82015	298

Table 2 : Model Summary^c

Mo del	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.851 ^a	.724	.722	.43220	.724	387.250	2	295	.000
2	.858 ^b	.737	.734	.42278	.013	14.285	1	294	.000

a. Predictors: (Constant), SubjectiveN, Attitude

b. Predictors: (Constant), SubjectiveN, Attitude, MOBILE_EXP

c. Dependent Variable: Behavioural

Table 3 : ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	144.673	2	72.337	387.250	.000 ^b
	Residual	55.105	295	.187		
	Total	199.778	297			
2	Regression	147.226	3	49.075	274.554	.000 ^c
	Residual	52.551	294	.179		
	Total	199.778	297			

a. Dependent Variable: Behavioural

b. Predictors: (Constant), SubjectiveN, Attitude

c. Predictors: (Constant), SubjectiveN, Attitude, MOBILE_EXP

Table 4 : Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.578	.139		4.171	.000	.305	.851
	Attitude	.660	.055	.631	11.998	.000	.552	.768
	Subjective N	.231	.048	.254	4.830	.000	.137	.325
2	(Constant)	.275	.158		1.742	.082	-.036	.585
	Attitude	.675	.054	.646	12.513	.000	.569	.782
	Subjective N	.221	.047	.244	4.728	.000	.129	.314
	MOBILE_EXP	.117	.031	.113	3.780	.000	.056	.178

a. Dependent Variable: Behavioural