

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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**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business
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In Partial Fulfilment of the Requirement for the Master of Sciences
(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

The contents of
the thesis is for
internal user
only

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**.

MSc Management
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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