INTENTION AND ADOPTION OF MOBILE COUPON AMONG MOBILE PHONE USERS IN KLANG VALLEY

By

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Thesis Submitted to
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ABSTRACT

The arrival of mobile marketing communication has created a new method of sales promotion and advertising technique called mobile coupon. The main objective of this research is to examine the determinants of consumers’ intentions to subscribe mobile coupon and the consequence mobile coupon adoption by using Theory of Planned Behavior as the underpinning theory and perceived values, trust and perceived control are chosen as independent variables while consumer experience is selected as the moderator variable. The survey method is employed in the present study and sample consisted of 570 mobile coupon adopters between the ages of 15 - 49 years old located in Klang Valley. Data analysis involves descriptive analysis, factor analysis and multiple regression. Results indicated that 51.5 percent of consumers’ adoption to subscribe model coupon in contributed by the level of intention. It was also discovered that the level of consumers’ intention to subscribe mobile coupon service is at moderate level. Monetary factor has the highest influence on consumer intention to subscribe mobile coupon followed by emotional, convenient and trust factors. The result also indicated that consumer experience moderates the relationships between monetary and perceived control on consumers’ intention to subscribe mobile coupon. Finally, consumers’ intention to subscribe mobile coupon has significant effect on consumers’ adoption of mobile coupon. Based on the findings, implications to practice and academic research were offered. Limitations of the study and future research were all discussed.

Keywords: mobile coupon, mobile marketing communication, consumer intention, adoption, emotional.
ABSTRAK


Kata kunci: kupon telefon mudah alih, komunikasi pemasaran telefon, niat pengguna, penggunaan, emosi.
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<th>Abbreviation</th>
<th>Description</th>
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<tr>
<td>3G</td>
<td>Third Generation Mobile Telecommunication Service</td>
</tr>
<tr>
<td>4G</td>
<td>Forth Generation of Mobile Telecommunication Service</td>
</tr>
<tr>
<td>CFA</td>
<td>Confirmatory Factor Analysis</td>
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<tr>
<td>CFM</td>
<td>Consumer Forum of Malaysia</td>
</tr>
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<td>DMA</td>
<td>Digital Media Asia</td>
</tr>
<tr>
<td>GSM</td>
<td>Global System for Mobile Communication</td>
</tr>
<tr>
<td>KMO</td>
<td>Kaiser-Meyer-Olkin</td>
</tr>
<tr>
<td>LTE</td>
<td>Long Term Evolution</td>
</tr>
<tr>
<td>MCMC</td>
<td>Malaysian Communications and Multimedia Commission</td>
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<tr>
<td>MMA</td>
<td>Mobile Marketing Association</td>
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<tr>
<td>MMS</td>
<td>Multimedia Messaging Service</td>
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<tr>
<td>QR Code</td>
<td>Quick Response Code</td>
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<tr>
<td>SIM</td>
<td>Subscriber Identity Module</td>
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<tr>
<td>SMS</td>
<td>Short Message Services</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for Social Science</td>
</tr>
<tr>
<td>TAM</td>
<td>Technology Acceptance Model</td>
</tr>
<tr>
<td>TPB</td>
<td>Theory of Planned Behavior</td>
</tr>
<tr>
<td>UK</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>US</td>
<td>United States of America</td>
</tr>
<tr>
<td>VIF</td>
<td>Variance Inflation Factors</td>
</tr>
<tr>
<td>WAP</td>
<td>Wireless Application Protocol</td>
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CHAPTER ONE
INTRODUCTION

1.1 Introduction

Chapter 1 provides an overview of the thesis with the background of the study, problem statement, objectives of the study, research questions, research objectives and scope of the research. These are followed with a discussion on the theoretical, practical contribution of this study and definition of terminology used in this study. Finally, the discussion on the arrangement of the remaining chapters concluded this chapter.

1.2 Background of Study

Mobile phone industry is one of the promising and high growth areas in telecommunication. According to Global System for Mobile Communication (GSM) Associations (Global mobile revenues, 2012), the global mobile telecommunication industry revenue has grown from USD1.5 trillion in 2011 to USD1.9 trillion in 2015. According to Page, Molina and Jones (2013), the growth is reflected by strong mobile telecommunication connections growth, to almost 7 billion mobile phone subscribers in 2012. Many mobile phone consumers have multiple devices or more than one Subscriber Identity Module (SIM) in order to access the best tariff mobile package and organizations in many industry sectors roll out machine-to-machine applications to boost their own productivity and tap into new markets or service innovation. Since 2009, mobile phone subscribers in Malaysia have seen a tremendous growth and the mobile phone penetration rate had reached more than 100 percent. According to Malaysian Telecommunications Report Q3 2012 (2012), Malaysia had 41,325 million mobile phone subscribers in total or 141.3 percent
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