MALAYSIAN PURCHASE INTENTION IN MOBILE MARKETING

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MASTER OF SCIENCE (MANAGEMENT)

UNIVERSITI UTARA MALAYSIA

MALAYSIAN PURCHASE INTENTION IN MOBILE MARKETING

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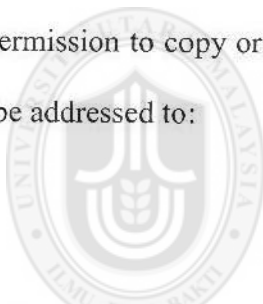
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ABSTRACT

As of now, the world is witnessing exponential advancements in information and communication technology and this advancement has increased the number of people using mobile devices engaging with mobile marketing. The number of mobile services involving commerce activities is increasing day by day. This research aims to investigate the factors that predict Malaysian purchase intention through mobile marketing. This work extends the traditional technology acceptance model (TAM) with perceived ease of use, perceived usefulness including additional variables such as social influence and perceived trust towards Malaysia consumers' intention to use mobile marketing. A total of 400 questionnaires were distributed to people in Malaysia and 369 completed questionnaires were to test the hypotheses listed in this research. This study has demonstrated that there is a relationship between factors as perceived ease of use, perceived usefulness, social influence and perceived trust towards Malaysia consumers' intention to use mobile marketing. It depicts that social influence have a strong impact on Malaysian purchase intention in mobile marketing followed by perceived trust, perceived ease of use and lastly perceived usefulness. The findings from this study offer several implications for the marketer to learn consumers' attitude and concerns towards mobile marketing.

Keywords: Intention to use, Malaysian consumers, perceived ease of use, perceived usefulness, social influence perceived trust

ABSTRAK

Pada masa kini, dunia sedang menyaksikan kemajuan pesat teknologi maklumat dan komunikasi dan kemajuan ini telah meningkatkan bilangan orang yang menggunakan telefon bimbit yang melibatkan pemasaran mudah alih. Bilangan perkhidmatan mudah alih yang melibatkan aktiviti dagang semakin meningkat hari demi hari. Kajian ini bertujuan untuk mengkaji faktor-faktor yang meramalkan niat membeli penduduk Malaysia menggunakan telefon bimbit. Kajian ini meyambung model penerimaan teknologi tradisional (TAM) dengan kemudahan penggunaan, kemudahan dilihat termasuk pembolehubah tambahan seperti pengaruh sosial dan kebolehpercayaan pengguna Malaysia terhadap pembelian menerusi telefon bimbit. Sebanyak 400 soal selidik telah diedarkan kepada penduduk di Malaysia dan 369 soal selidik yang siap dijawab untuk menguji hipotesis yang disenaraikan dalam kajian ini. Kajian ini telah menunjukkan bahawa terdapat hubungan antara faktor-faktor kemudahan penggunaan, kemudahan dilihat, pengaruh sosial dan kebolehpercayaan pengguna Malaysia terhadap pembelian menerusi telefon bimbit. Ia menggambarkan bahawa pengaruh sosial mempunyai kesan yang ketara ke atas niat pengguna Malaysia untuk membeli menerusi telefon bimbit, diikuti kebolehpercayaan, oleh amanah dilihat, kemudahan penggunaan mudah dan akhir sekali kemudahan penggunaan. Penemuan daripada kajian ini menawarkan beberapa implikasi bagi pemasar untuk mengetahui sikap pengguna Malaysia terhadap pembelian menerusi telefon bimbit.

Kata kunci: Niat untuk mengguna, pengguna di Malaysia, kemudahan penggunaan, kemudahan dilihat, pengaruh sosial dan kebolehpercayaan

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CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Over the past decades, mobile phones were only being used for a simple texting and to make calls. Mobile phone has been used commercially since three decades ago and the usage has risen up more now than ever before, whereby we are able to connect everybody and everything every day at every second. It has met the revolution whereby smartphones takes place and being a hub for everything to socialize, discover, research shopping, music's, video and to capture images through mobile phone. Now, mobile marketing are rising in e-commerce and shifting people's behaviour in purchasing and branding. It is being constant in people's shopping journey. According to Facebook IQ internal analysis in year 2015, it has reported that within the month of January to May 2015, three out of ten online purchases has taken place which is 24% is through mobile phone and 6% is from the tablet. It has also reported that, the frequency of mobile purchases increased by 35% (Berthaume, D, 2015)

As for today, many are using mobile phone ranging from adult to children. Mobile phone usage and ownership is having a steady growth year by year. According to hand phone users survey (2014), in the year of 2014, the percentage of mobile phone user in Malaysia was 53.4%. A study by GFK reports that, since September 2013 up to August 2014, there were 120 million units of mobile phones shipped to seven Asian countries includes Malaysia and Consumer Barometer has notified that 35% of mobile phone users in Malaysia are using their mobile phone to connect with Web and Malaysians loves both the internet and also their mobile phone (Lee, 2015) (www.businesscircle.com.my, 2015). Figure 1.1 shows that the penetration of Malaysian adult that were using smartphone in 2016 is 71%.

1

The contents of the thesis is for internal user only

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Appendix 1: Questionnaire

UUM
Universiti Utara Malaysia

Dear respondent,

I am a student of School of Business Management, UUM carrying out a research in partial fulfilment for the award of MSc Management on the topic ''Factors Affecting Consumer Intention to Use Mobile Marketing''.

It will be highly appreciated if you could spare out some time to fill this questionnaire. Please note that there are no right or wrong answers; only your personal opinion and thought matters. All information and responses provided will be treated with utmost confidentiality and used strictly for academic research purposes.

Thank you for your kind responses

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Measurement Items

Part1. Demographic information of the respondent

Gender	Male	☐
	Female	☐
Age	20-29	☐
	30-39	☐
	40-49	☐
	50 and above	☐
Ethnic Group	Malay	☐
	Chinese	☐
	Indian	☐
	Others	☐
Employment	Employed	☐
	Unemployed	☐
	Student	☐
	Other	☐
Education	Below Diploma	☐
	Diploma	☐
	Bachelor	☐
	Master	☐
	PHD & More	☐
Are you a smartphone user?	Yes	☐
	No	☐
Have you ever purchase products / services via mobile marketing (mobile phone)?	Yes	☐
	No	☐

Part2. Measurement of variables, 5 Likert questions

Please rate the following on a scale of 1-5

Likert Scale	1 - Strongly disagree	2 - Disagree	3 - Neutral	4 - Agree	5 - Strongly agree

Perceived ease of use (PEOU)					
1. Mobile marketing is compatible with existing technology.	1	2	3	4	5
2. Mobile phone is difficult to be used for transaction.	1	2	3	4	5
3. Learning to use mobile marketing is easy.	1	2	3	4	5
4. Finding what I want through mobile marketing is easy.	1	2	3	4	5
5. Using mobile marketing is easy.	1	2	3	4	5

Perceived usefulness (PU)					
6. Mobile marketing makes liSI1fe better.	1	2	3	4	5
7. Mobile marketing is trendy and up to date fashion.	1	2	3	4	5
8. Mobile marketing is not secured for personal privacy.	1	2	3	4	5
9. Mobile marketing is not safe to make purchases.	1	2	3	4	5
10. It is a waste of resources towards mobile marketing development.	1	2	3	4	5
11. Mobile marketing will improve my performance in online transaction.	1	2	3	4	5
12. Mobile marketing will increase my online purchases productivity.	1	2	3	4	5
13. Mobile marketing will enhance my effectiveness in online transaction.	1	2	3	4	5
14. It is easier for me to engage in Online transaction via mobile marketing.	1	2	3	4	5
15. Mobile marketing is useful for me to engage in online transaction.	1	2	3	4	5

Social Influence (SI)					
16. I will use mobile marketing if my family and friends are using it first or recommends about it.	1	2	3	4	5
17. Other social media such as internet, TV, radio or Press influences my intention to use mobile marketing.	1	2	3	4	5
18. Online forums discussion about the positivity about mobile marketing make me feels confidence to adopt online purchasing.	1	2	3	4	5
19. It is the current trend to use mobile marketing.	1	2	3	4	5

Perceived Trust					
20. Mobile marketing transactions are secured.	1	2	3	4	5
21. My privacy on mobile marketing is highly protected.	1	2	3	4	5
22. I am not worried in giving my personal data or credit card information for mobile marketing transaction.	1	2	3	4	5
23. Payments made through mobile marketing are protective.	1	2	3	4	5
24. I have confidence with websites by mobile marketing.	1	2	3	4	5
25. Mobile marketing is equally secured with other e-commerce websites.	1	2	3	4	5

Intention to use					
26. I intent to use mobile marketing system and I think have access to it.	1	2	3	4	5
27. I intent to adopt mobile marketing if the cost is acceptable.	1	2	3	4	5
28. I believe I will use mobile marketing in upcoming days.	1	2	3	4	5
29. I believe my like in mobile marketing will grow in future.	1	2	3	4	5