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**INTENTION TO USE MOBILE COUPON  
AMONG MILLENNIALS CONSUMER IN UUM**



**MASTER OF SCIENCE (MANAGEMENT)  
UNIVERSITI UTARA MALAYSIA  
MAY 2018**

**INTENTION TO USE MOBILE COUPON  
AMONG MILLENNIALS CONSUMER IN UUM**



By  
**ISKANDAR BIN AB JAAFAR**

**UUM**  
Universiti Utara Malaysia

**Thesis Submitted to  
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in Partial Fulfillment of the Requirement for the Degree of  
Master of Science (Management)**



**Pusat Pengajian Pengurusan  
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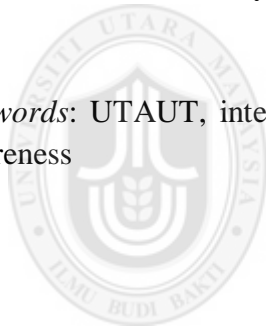
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## ABSTRACT

Mobile marketing platform (such as mobile purchase and mobile coupon) relatively new in Malaysia, as compared to other Southeast Asia countries. Hence, little is known on how millennials perceived and behave towards mobile coupon. Guided with UTAUT model, the purpose of this research is to examine the relationship between performance expectancy, effort expectancy, social influence, facilitating conditions and intention to use mobile coupon among millennials consumer in UUM. Product awareness is introduced as a mediator variable in the UTAUT model. The survey of 314 millennials analyzed by using SmartPLS indicated that the model is well accepted with reliable and valid instruments. The findings showed that performance expectancy, effort expectancy, social influence and facilitating conditions have significant relationship with intention to use. However, social influence was found to have a negative relationship towards intention to use. Besides, effort expectancy, social influence and facilitating conditions have significant relationship towards product awareness. Using sample of the study, product awareness mediates the relationship between performance expectancy and effort expectancy. Both theoretical and practical contributions of the study also discussed at the end of the thesis.

*Keywords:* UTAUT, intention to use mobile coupon, millennials consumer, product awareness

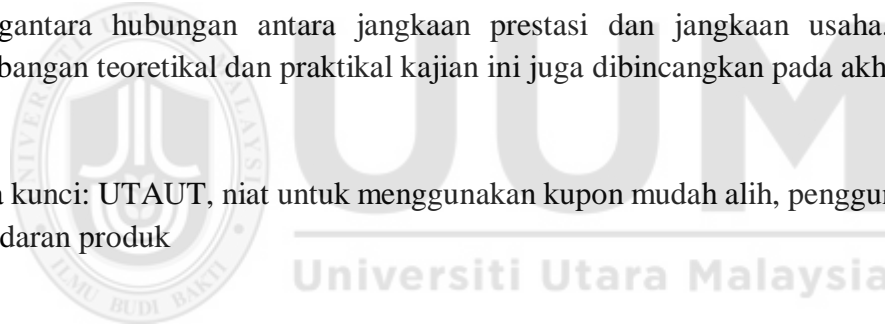


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## ABSTRAK

Platform pemasaran mudah alih (seperti pembelian mudah alih dan kupon mudah alih) agak baru di Malaysia, berbanding dengan negara Asia Tenggara lain. Oleh itu, sedikit diketahui mengenai bagaimana milenium menganggap dan berkelakuan ke arah kupon mudah alih. Dipandu dengan model UTAUT, tujuan penyelidikan ini adalah untuk mengkaji hubungan antara jangkaan prestasi, jangkaan usaha, pengaruh sosial, keadaan kemudahan dan niat untuk menggunakan kupon mudah alih dalam kalangan pengguna milenium di UUM. Kesedaran produk diperkenalkan sebagai pemboleh ubah mediator dalam model UTAUT. Kajian terhadap 314 pengguna milenium yang dianalisis dengan menggunakan SmartPLS menunjukkan bahawa model tersebut diterima dengan baik dengan instrumen yang boleh dipercayai dan sah. Penemuan menunjukkan bahawa jangkaan prestasi, jangkaan usaha, pengaruh sosial dan keadaan kemudahan mempunyai hubungan yang signifikan dengan niat untuk menggunakan kupon mudah alih. Walau bagaimanapun, pengaruh sosial didapati mempunyai hubungan negatif terhadap niat untuk menggunakan kupon mudah alih. Selain itu, jangkaan usaha, pengaruh sosial dan keadaan kemudahan mempunyai hubungan yang signifikan terhadap kesedaran produk. Menggunakan sampel kajian, kesedaran produk mengantara hubungan antara jangkaan prestasi dan jangkaan usaha. Kedua-dua sumbangan teoretikal dan praktikal kajian ini juga dibincangkan pada akhir tesis.

Kata kunci: UTAUT, niat untuk menggunakan kupon mudah alih, pengguna milenium, kesedaran produk

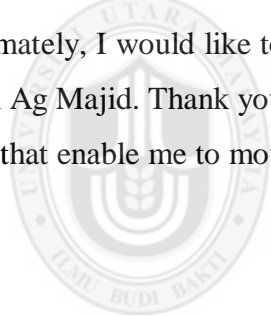


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## LIST OF ABBREVIATIONS

<b>Abbreviation</b>	<b>Description</b>
AVE	Average Variance Extracted
CAGR	Compound Annual Growth Rate
CFA	Confirmatory Factor Analysis
C-TAM & TPB	Combined TAM and TPB
DTPB	Decomposed Theory of Planned Behavior
DV	Dependent Variable
EE	Effort Expectancy
F <sup>2</sup>	Effect Size
FC	Facilitating Conditions
HEA	Consumer Affairs Department
HTMT	Heterotrait-Monotrait Ratio
IDT	Innovation Diffusion Theory
IU	Intention to Use
IV	Independent Variable
MCMC	Malaysia Communications and Multimedia Commission
N	Not Significant
PA	Product Awareness
PE	Performance Expectancy
PLS	Partial Least Squares
PLS-SEM	Partial Least Squares- Structural Equation Modeling
PSB	Perpustakaan Sultanah Bahiyah
Q <sup>2</sup>	Predictive Relevance
R <sup>2</sup>	R Squared, Coefficients of Determination
RM	Ringgit Malaysia
S	Significant
SEA	Southeast Asia
SEM	Structural Equation Modeling
SI	Social Influence
SPSS	Statistical Package for Social Sciences
SPSS	Statistical Package for the Social Sciences

TAM	Theory Acceptance Model
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
U.S.	United States
UTAUT	Unified Theory of Acceptance and Use of Technology
UUM	Universiti Utara Malaysia
VIF	Variance Inflation Factors



## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 Introduction**

This chapter consists of many elements such as the background elaborated from a general view to a specific context, problem statement, research question, research objectives, scope of the research, the significance of the research, definition of key terms and organization of the research.

#### **1.1 Background of the Research**

Coupon was introduced as a marketing tool in 1886 by Asa Candler, the founder of Coca-Cola Company. He was said to have distributed handwritten paper coupon for a free glass of Coca-Cola to customers and sales representatives. The practice of disseminating coupon proved to be a very successful tool to attract customers during Asa Candler's time (Oliver & Shor, 2003). According to Mudd (2016), the coupon has evolved in accordance with the development of technology, beginning with hand written coupon to machine paper coupon and now, digital coupon. In recent years, numerous companies have introduced a new form of coupon – mobile coupon. The redemption of mobile coupon is done through a smartphone application. This form of coupon is situated under the coupon umbrella, whereby a coupon is a ticket issued by companies for customers to use and redeem certain rewards. Such rewards include price reductions, discounts, free giveaways and cashbacks. Mobile coupon follows the same concept of a paper coupon but the redemptions and transactions are done digitally through the use of a smartphone application. According to Bacile and Goldsmith

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## Appendix A: Questionnaire

Questionnaire No:



Dear respected respondents,

I am Iskandar bin Ab Jaafar, student of School of Business Management, Universiti Utara Malaysia, conducting a research concerning intention to use mobile coupon among UUM students. An example of mobile coupon would be a promo codes used to get discounts when buying goods through the smartphone application. I would greatly appreciate if you could spend some time in completing this survey and you will able to complete this questionnaire easily within less than 10 minutes.

There is no right or wrong answer. Your cooperation in answering this questionnaire honestly, I highly appreciate in order to produce reliable research results.

Please be assured that, your responses obtained through this questionnaire will be coded and will remain confidential. This research and questionnaire are intended for educational purposes only which is required to complete my study. Thank you for your attention and full cooperation. Please return your completed questionnaire and if there are any enquiries you can contact me at: -

**Iskandar bin Ab Jaafar (820895)**

Master in Science Management

School of Business Management

Universiti Utara Malaysia

Sintok, Kedah, Malaysia.

E-mail: iskandarjaafar08@gmail.com

**OR my supervisor: -**

Assoc. Prof. Dr. Hasnizam Bin Shaari

School of Business Management

Universiti Utara Malaysia

E-mail: zamree@uum.edu.my

Explanation of terms used in this research.	
<b>Mobile Coupon</b>	A combination set of numbers and letters that usually used in marketing in order for users to get rewards such as price discounts. The mobile coupon is redeemed through mobile application.
	Also known as coupon codes, promotion codes, voucher codes, discount codes and keycodes.
<b>Intention to use</b>	The degree to which an individual will perform or not to perform some specified behavior in future. The variables are intending, interest, recommend, say things and willingness. This research looks into the intention to use mobile coupon.
<b>Performance Expectancy</b>	The degree of which individuals believes on their performance if they used the mobile coupon. Variables involved such as usefulness, financial performance, transaction quality, and process efficiency. For example, redemption of mobile coupon can save money.
<b>Effort Expectancy</b>	The degree to which an individual perceive convenience on using mobile coupon. The variables consist of understanding efforts, time, comparison, and skill.
<b>Social Influence</b>	The degree to which an individual perceives other people that can influence him or her to use mobile coupon. For example, family, friends, role model, and organization.
<b>Facilitating Conditions</b>	The degree to which and individual perceives that technical and infrastructure required to use mobile coupon. For example, smartphone and internet access, technology compatibility, technical knowledge and skills, and organization supports
<b>Awareness</b>	The degree to which and individual perceives the existence, features, benefits of mobile coupon.

Please tick (/) in the box provided for statements relating to yourself. For open answer, write your answers on the space provided correctly and clearly.

### Section A: Demographic Profile

1	Gender	<input type="checkbox"/>	Male	<input type="checkbox"/>	Female
2	Age	<input type="checkbox"/>	18 - 21	<input type="checkbox"/>	22 -25
		<input type="checkbox"/>	26 - 29	<input type="checkbox"/>	30 - 36
3	Ethnic Group	<input type="checkbox"/>	Malay	<input type="checkbox"/>	Chinese
		<input type="checkbox"/>	Indian	<input type="checkbox"/>	Others (Please specify):
4	State/ Country of Origin	<input type="checkbox"/>	Malaysian: State (Please specify): _____	<input type="checkbox"/>	International: Country (Please specify): _____
5	Marital Status	<input type="checkbox"/>	Single	<input type="checkbox"/>	Married
		<input type="checkbox"/>	Separated	<input type="checkbox"/>	Widowed
6	Education Level	<input type="checkbox"/>	Foundation	<input type="checkbox"/>	Bachelor Degree
		<input type="checkbox"/>	Master Degree	<input type="checkbox"/>	Doctoral Degree
7	Name of Program	(Please specify): _____ <i>e.g: Bachelor of Multimedia</i>			
8	School of Program	(Please specify): _____ <i>e.g: School of Business Management</i>			
9	Mode of Study	<input type="checkbox"/>	Full-time	<input type="checkbox"/>	Part-time
10	Education Funding	<input type="checkbox"/>	PTPTN	<input type="checkbox"/>	MARA
		<input type="checkbox"/>	Family	<input type="checkbox"/>	JPA
		<input type="checkbox"/>	Self-employed	<input type="checkbox"/>	Others (Please specify): _____
11	Monthly Income (RM)	<input type="checkbox"/>	< 1000	<input type="checkbox"/>	1001 - 2000
		<input type="checkbox"/>	2001 - 3000	<input type="checkbox"/>	3001 - 4000
		<input type="checkbox"/>	4001 -5000	<input type="checkbox"/>	> 50001

Please tick (/) in the box provided for statements relating to yourself. For open answer, write your answers on the space provided correctly and clearly.

**Section B: Mobile Coupon Usage Behavior**

- 1 Are you intend to use mobile coupon in future?  Yes (Please proceed to question # 2)  No

**If your answer is NO, please tick (/) for your argument.**

No idea about mobile coupon  Using mobile coupon is risky

Others (Please specify): \_\_\_\_\_ **Thank you for your time.**

- 2 How often do you want to use mobile coupon in future?  
*(Please select one answer only)*
- |   |   |
|---|---|
| <input type="checkbox"/> Once in a week     | <input type="checkbox"/> Twice in a week      |
| <input type="checkbox"/> Three times a week | <input type="checkbox"/> Once in two weeks    |
| <input type="checkbox"/> Once in a month    | <input type="checkbox"/> Once in 2 - 3 months |
- 3 Which types of mobile coupon would you intend to use in future?  
*(Please select one answer only)*
- |  |   |
|--|---|
| <input type="checkbox"/> Price Discounts             | <input type="checkbox"/> Free Shipping                  |
| <input type="checkbox"/> Buy-one get-one             | <input type="checkbox"/> Trade-in for redemption        |
| <input type="checkbox"/> First Time Customer Coupons | <input type="checkbox"/> Cash-back                      |
| <input type="checkbox"/> Free giveaways              | <input type="checkbox"/> Others (Please specify): _____ |
- 4 What kind of product would you likely intend to buy by using mobile coupon?  
*(Please select one answer only)*
- |  |   |
|--|---|
| <input type="checkbox"/> Food and drink sold in fast-food restaurant | <input type="checkbox"/> Food and drink sold in casual restaurant |
| <input type="checkbox"/> Food and drink sold in Cafe                 | <input type="checkbox"/> Groceries                                |
| <input type="checkbox"/> Apparel                                     | <input type="checkbox"/> Mobile and gadgets                       |
| <input type="checkbox"/> Computers and Laptops                       | <input type="checkbox"/> Home Appliances                          |
| <input type="checkbox"/> Software/ Application                       | <input type="checkbox"/> Others (Please specify): _____           |
- 5 What kind of service would you intend to use by redeeming mobile coupon?  
*(Please select one answer only)*
- |  |   |
|--|---|
| <input type="checkbox"/> Transportation services | <input type="checkbox"/> Tutoring services              |
| <input type="checkbox"/> Hotel services          | <input type="checkbox"/> Others (Please specify): _____ |
- 6 Which application would you intend to use when you want to redeem the mobile coupon in future?
- |                                    |                                     |
|------------------------------------|-------------------------------------|
| <input type="checkbox"/> AirAsia   | <input type="checkbox"/> B Infinite |
| <input type="checkbox"/> Lazada    | <input type="checkbox"/> Shopee     |
| <input type="checkbox"/> Starbucks | <input type="checkbox"/> Umobile    |

(Please select one answer  Others (Please specify):  
only)

For section C, D, E, F, G and H, please **circle (O)** in the space provided for statements relating to yourself.

Direction: Please read each statement carefully and rate the following statements on a scale of 1 - 5.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1	2	3	4	5

Section C: Intention to Use Mobile Coupon						
No.	Statements					
IU1	I intend to use mobile coupon in future.	1	2	3	4	5
IU2	I have a strong interest in using mobile coupon.	1	2	3	4	5
IU3	I will recommend mobile coupon to others.	1	2	3	4	5
IU4	I will say positive things about mobile coupon to others.	1	2	3	4	5
IU5	I am willing to spend time to use mobile coupon.	1	2	3	4	5

Section D: Performance Expectancy						
No.	Statements					
PE 1	Using mobile coupon is useful in my everyday life.	1	2	3	4	5
PE 2	Using mobile coupon improve my financial performance.	1	2	3	4	5
PE 3	Using mobile coupon enhance my transaction quality with the service provider.	1	2	3	4	5
PE 4	Using mobile coupon increase the process efficiency with the service provider.	1	2	3	4	5



Section E: Effort Expectancy (EE)						
No.	Statements					
EE 1	I can easily understand on how to use mobile coupon.	1	2	3	4	5
EE 2	Mobile coupon usage would not take too much time.	1	2	3	4	5
EE 3	Mobile coupon easier to use compare to conventional method (e.g., physical card/ printed coupon).	1	2	3	4	5
EE 4	I could easily become skillful on using mobile coupon.	1	2	3	4	5

Section F: Social Influence (SI)						
No.	Statements					
SI 1	I am aware that important people for me such as family and friends are regularly use mobile coupon.	1	2	3	4	5
SI 2	My family and friends who regularly use mobile coupon have benefited from it.	1	2	3	4	5
SI 3	People who inspire me (e.g., leaders, artist, officials, lecturers, etc.) would influence me to use mobile coupon.	1	2	3	4	5
SI 4	In general, the businesses have supported the use of mobile coupon.	1	2	3	4	5

Section G: Facilitating Conditions (FC)						
No.	Statements					
FC 1	I have smartphone with internet access to use the mobile coupon in my everyday life.	1	2	3	4	5
FC 2	Mobile coupon is compatible on my smartphone.	1	2	3	4	5
FC 3	I have enough knowledge and skills on how to use mobile coupon on my smartphone.	1	2	3	4	5
FC 4	I could reach the businesses that give offers or service provider if I am in difficulties.	1	2	3	4	5

Section H: Product Awareness (PA)						
No.	Statements					
PA 1	I am aware of the existence of a mobile coupon.	1	2	3	4	5
PA 2	I am aware of the features of mobile coupon. (e.g., sharing options, flexible saving options, terms and conditions)	1	2	3	4	5
PA 3	I am aware of the benefits that can be obtained from mobile coupon redemption. (e.g., price discounts, free giveaways, cash-back)	1	2	3	4	5
PA 4	I receive enough information about mobile coupon from the businesses.	1	2	3	4	5

Thank you for your cooperation.



**UUM**  
Universiti Utara Malaysia

## Appendix B: Application Letter for Statistics of Students in UUM

Iskandar bin Ab Jaafar (820895)  
Postgraduate Student of MSc Management

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Encik Mohd Zamri Bin Ahmad  
Pengarah Jabatan Hal Ehwal Akademik  
Universiti Utara Malaysia,  
06010 UUM Sintok,  
Kedah Darul Aman

27 Mac 2018

Tuan,

### Permohonan Statistik Semasa Pelajar UUM 2018

Berhubung dengan perkara di atas, saya, Iskandar bin Ab Jaafar, No. Matrik 820895 ingin memohon statistik semasa **pelajar UUM** (*undergraduate* dan *postgraduate*) di bawah pengurusan pihak tuan/puan.

2. Statistik tersebut akan diguna pakai dalam tugas khusus bagi Research Paper (BPMZ 69912) saya yang bertajuk "**Intention to Use Mobile Coupon Among Millennials Consumer in UUM**".

3. Keperluan statistik adalah seperti berikut:

Perkara	Jumlah
Jumlah Pelajar <i>Undergraduate</i> 2018	
Jumlah Pelajar <i>Postgraduate</i> 2018	

4. Diharapkan agar permohonan ini dapat dipertimbangkan untuk saya melengkapkan tugas khusus pada semester ini. Saya berharap pihak HEA dapat memberikan jawapan secepat mungkin memandangkan saya perlu membuat tugas khusus dengan secepat mungkin. Kerjasama daripada pihak HEA amatlah dihargai.

Sekian, Terima Kasih.

Yang Benar,

Iskandar bin Ab Jaafar (820895)  
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Iskandarjaafar08@gmail.com