

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

By

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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 mobile coupon is 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

Kemunculan komunikasi pemasaran telefon mudah alih telah mencipta satu kaedah baru dalam promosi jualan dan teknik pengiklanan yang dikenali sebagai kupon telefon mudah alih. Objektif utama kajian ini adalah untuk mengkaji penentu kepada niat pengguna untuk melanggan kupon telefon mudah alih dan kesan penggunaannya dengan menggunakan Teori Tingkahlaku Terancang sebagai landasan teori dan nilai tanggapan, kepercayaan dan kawalan tanggapan sebagai pembolehubah bebas manakala pengalaman pengguna dipilih sebagai pembolehubah penyederhana. Metod secara temubual digunakan dalam kajian ini dan sampel kajian terdiri daripada 570 pengguna kupon telefon mudah alih yang berumur antara 15 hingga 49 tahun di sekitar Lembah Klang. Analisis data melibatkan analisis deskriptif, analisis faktor dan regresi berganda. Keputusan menunjukkan bahawa 51.5 peratus daripada langganan kupon mudah alih adalah disumbangkan oleh tahap niat pengguna untuk melanggan kupon telefon mudah alih. Juga didapati bahawa tahap niat pengguna untuk melanggan perkhidmatan kupon telefon mudah alih adalah pada tahap sederhana. Faktor kewangan mempunyai pengaruh yang paling kuat terhadap niat untuk melanggan kupon telefon mudah alih diikuti dengan faktor emosi, kesenangan dan kepercayaan. Keputusan juga menunjukkan bahawa pengalaman pengguna menyederhanakan hubungan antara faktor kewangan dan tanggapan kawalan dengan niat untuk melanggan kupon telefon mudah alih. Akhir sekali, niat pengguna untuk melanggan kupon telefon mudah alih mempunyai kesan signifikan dengan penggunaan kupon telefon mudah alih. Berdasarkan dapatan kajian, implikasi teori dan pratikal kajian serta batasan dan cadangan untuk kajian pada masa hadapan dibincangkan.

Kata kunci: kupon telefon mudah alih, komunikasi pemasaran telefon, niat pengguna, penggunaan, emosi.

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LIST OF ABBREVIATIONS

3G	Third Generation Mobile Telecommunication Service
4G	Forth Generation of Mobile Telecommunication Service
CFA	Confirmatory Factor Analysis
CFM	Consumer Forum of Malaysia
DMA	Digital Media Asia
GSM	Global System for Mobile Communication
KMO	Kaiser-Meyer-Olkin
LTE	Long Term Evolution
MCMC	Malaysian Communications and Multimedia Commission
MMA	Mobile Marketing Association
MMS	Multimedia Messaging Service
QR Code	Quick Response Code
SIM	Subscriber Identity Module
SMS	Short Message Services
SPSS	Statistical Package for Social Science
TAM	Technology Acceptance Model
TPB	Theory of Planned Behavior
UK	United Kingdom
US	United States of America
VIF	Variance Inflation Factors
WAP	Wireless Application Protocol

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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