



**CONSUMER ACCEPTANCE ON MOBILE MARKETING: AN EMPIRICAL
STUDY IN MALAYSIA**

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ABSTRACT

The purpose of this project paper is to examine the factors influencing mobile marketing acceptance in Malaysia. The independent factors of this study consist of providing information, content sharing, accessing content, personal attachment and perceived value. The mobile marketing acceptance is the dependent factor. A survey was conducted using paper-based and electronic questionnaire, with a total of 205 questionnaires was distributed. The data collected was analyzed using SPSS software, and based from the findings there is a high association between the few of the independent variables and the dependable variable. Conclusion, recommendation, study limitation and future studies were provided in this project paper.