



**FACTORS THAT HAVE INFLUENCE CUSTOMER ACCEPTANCE TOWARDS
MOBILE MARKETING.**

BY :

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BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UITM MALACCA CITY CAMPUS

JULY 2014

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**Submitted in Partial Fulfillment of the Requirement for the Bachelor of Business
Administrative (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UTM MALACCA CITY CAMPUS**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA
“DECLARATION OF WORK”**

We, Ainur Rahmah binti Mohd Amin, (I/C Number: 910824-01-5428 and Nurul Natashaina binti Mohd Mokhtar, (I/C Number: 920518-09-5086)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of our independent work and investigation. Except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

Signature: _____

Date: _____

LETTER OF SUBMISSION

3rd July 2014

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara
Melaka Kampus Bandaraya
110 Off Jalan Hang Tuah
75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled 'Factors That Have Influence Customer Acceptance Towards Mobile Marketing ' to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara. Thank you.

Yours sincerely,

AINUR RAHMAH BINTI MOHD AMIN
2011418914

Yours sincerely,

NURUL NATASHAINA BINTI MOHD MOKHTAR
2011851284

Abstract

This research is implemented to study about the acceptance towards mobile marketing among Generation Y in Johor Bahru area. The study aimed to identify the major factor that influences the acceptance towards mobile marketing advertisement like entertainment, credibility, informativeness and irritation. The study has been done within the area in Johor.

The study was conducted at Johor baru area where nearby with researcher industrial training places and other places near located in Johor Bahru. The sample size for this study is 100 of respondents who walking around the area. Data obtained using two methods which are primary and secondary data. Respondents been asked to answer the questionnaire that contain the factors of influencing the acceptance of mobile marketing. Data are analyzed using Reliability Test, Chart and frequency Table through SPSS program.

The sampling technique that has been used in this study is non – probability sampling technique which is convenience sampling. The results shows that irritation is the most influencing the acceptance towards mobile marketing.