



A STUDY ON ATTITUDE AND BEHAVIOURAL INTENTION OF  
GENERATION Y TOWARDS MOBILE ADVERTISING

TREDIA LUARA BARNABAS

2012180155

SUBMITTED FOR THE FULLFILMENT OF THE REQUIREMENT  
FOR THE DEGREE OF BACHELOR OF BUSINESS  
ADMINISTRATION WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

SARAWAK

JANUARY 2015

UNIVERSITI TEKNOLOGY MARA

ORIGINAL LITERATURE WORK DECLARATION

Name : Tredia Luara Barnabas  
Matrix No. : 2012180155  
Programme : Bachelor of Business Administration (Hons.) Marketing  
Title of Research Project : Attitude and Behavioral Intention of Generation Y Towards  
Mobile Advertising  
Field of Study : Marketing

I do solemnly and sincerely declare:

- 1) I am the sole author/writer of this work.
- 2) This work is original.
- 3) Any use of any work in copyright exist was done by way of fair dealing and for permitted purposes and any excerpt or extract from, or reference to or reproduction of any copyright work has been disclosed expressly and sufficiently and the title of the work and its authorship has been acknowledge in this work;
- 4) I am fully aware that if the course of making this work I have infringed any copyright whether intentionally or otherwise, I may be subject to legal action or any other action as may be determined by UiTM.

  
\_\_\_\_\_  
TREDIA LUARA BARNABAS

Date: 12 January 2015

Solemnly Declared before,

  
\_\_\_\_\_  
IRDAWATY HJ JAYA

Date: 12/1/2015

Name :

Designation :

## ABSTRACT

The recent development of global telecommunication becomes a new mechanism for businesses to promote their products and services and Malaysia is also seen shift to mobile taking place and thus, this growing trend cannot be ignored. Savvy businesses need to catch up with the consumer or user to stay relevant in the fast-paced environment. This modern electronic advertising concept is commercially known as mobile advertising.

Today's students, members of the Y generation are digitally natives who wish, desire and might benefit from the use of mobile advertising to make purchase however their attitude towards mobile advertising remain unclear. In conjunction to that, the main objective of this paper is to present on what is the attitude and their intention to purchase the advertised product and services.

Thus, this research is based upon previous examples from academic literature and upon using a self-administrated from questionnaire applied on students from University Institute Technology MARA, Samarahan Campus.

## TABLE OF CONTENTS

<b>No</b>	<b>CHAPTER</b>	<b>PAGE</b>
1.	INTRODUCTION	1
	1.1 Background of the Study	1
	1.2 Problem Statement	4
	1.3 Research Objectives	5
	1.4 Research Questions	5
	1.5 Scope of Study	5
	1.6 Significant Of the Study	6
	1.7 Limitation of the Study	6
	1.8 Definition of Terms	7
	1.9 Theoretical Framework	8
2.	LITERATURE REVIEW	9
	2.1 Mobile Devices and Mobile Advertising	9
	2.2 Attitudes Towards Mobile Advertising	10
	2.3 Behavioural Intention	10
	2.4 Generation Y	11
	2.5 Entertainment	11
	2.6 Informativeness	12
	2.7 Irritation	12
	2.8 Credibility	13
3.	RESEARCH METHODOLOGY	14
	3.1 Introduction	14
	3.2 Research Design	14
	3.3 Location of the Study	14
	3.4 Sampling Technique	12
	3.5 Data Collection Technique/Research Instrument	12
4.	DATA ANALYSIS AND FINDINGS	19
	4.1 Data Reliability	19
	4.2 Demographic Analysis	20
	4.3 Descriptive Statistic	25
	4.4 Correlation	27
	4.5 Regression Analysis	28
5.	CONCLUSIONS & RECOMMENDATIONS	30
6.	REFERENCES	32
7.	APPENDICES	35



# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

Malaysia is seen shift to mobile taking place and thus, this growing trend cannot be ignored. Instead, savvy businesses need to catch up with the consumer or user to stay relevant in the fast-paced environment. As presented in site Google's Consumer Barometer 2014, 51 percent out of the population in Malaysia uses smartphone, compared to 39 percent computer and 13 percent tablet users. Malaysians also used an average 1.2 devices each in which it has risen in the last three years, according to the site data. Among Asia Pacific countries surveyed in Consumer Barometer 2014, Malaysia come in third in using smartphones in their purchasing decision at 42 percent, behind South Korea 44 percent and Vietnam 45 percent.

The development of mobile phone such as smartphones has result in the increase use of handheld devices to deliver advertisements of products and services, as in short messaging Service (SMS) which has been very successful. As most have predicted that mobile advertising is rising in its popularity, mobile businesses offer creative solutions such as WAP, MMS, IM and SMS to add real value and encourage the marketers to purchase a spot for their companies (Marketing Guide, 2012). For instance, iSMS that provides SMS services as well as become SMS marketing platform for businesses to communicate with their customer efficiently and quickly to truly master new market in digital era. A survey by A.T Kearney indicates that the use of mobile information services and SMS has increased dramatically since 2001. Besides, more than 100 billion SMS message were sent worldwide in a single year. In respond to this rising population, new channel for advertising, called mobile advertising has been created, where the ads are rendered as short textual messages and send to mobile phone.