



**THE IMPACT OF CONSUMER INNOVATIVENESS AND PERCEIVED  
ATTRIBUTE ON CONSUMER ATTITUDE AND MOBILE MARKETING  
ACCEPTANCE AMONG GENERATION Y CONSUMERS**

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## ABSTRACT

Mobile devices such as smartphones and tablets could not be separated from the community of today. In fact, the mobile marketing is currently an important part of the daily life of all groups of societies, regardless of age, and particularly among the teenagers or Generation Y consumers. The objective of this study was to investigate the relationship between the consumer innovativeness, consumer perception factors (including perceived usefulness, ease of use and enjoyment), consumer attitude and mobile marketing acceptance. Other than that, this study also documented the acceptance of generation Y consumer towards mobile marketing. For this quantitative research, the survey was carried out by distributing questionnaires to a total of 300 respondents from generation Y group, mainly aged between 21 – 38 via direct (face-to-face). There were four independent variables identified in this study, namely, the consumer innovativeness, perceived usefulness, perceived ease of use and perceived enjoyment. Meanwhile, the mediating variable involved was the consumer attitude and lastly, mobile marketing acceptance as the dependent variable. Each variable was tested and the relationship with the dependent variables was measured. In order to interpret the data findings, different SPSS analyses and measures such as reliability test, factor analysis, correlation and regression were carried out. Although the results showed that all the related variables significantly correlated to each other, regression analysis showed that only perceived ease of use had not influenced the acceptance of mobile marketing among generation Y consumers. The findings of this study can be used by other marketers to design and develop a competitive marketing model that will help them to understand more about the acceptance of mobile marketing among generation Y consumers.

*Key words:* Mobile marketing acceptance, Generation Y consumers, Consumer attitude, Consumer innovativeness, Consumer perception factors.

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## **CHAPTER 1: INTRODUCTION**

### **1.0 Introduction**

Whether we noticed or not, mobile marketing is now already be a part of our everyday life, in every layer of societies, especially among young consumers or among Generation Y consumers. Nowadays, many business have already practice mobile marketing as an approach to reach out for their consumers, or even to promote their products or services to their valuable costumers.

Pelau and Zegreanu (2010) stated out that, mobile marketing is one of the newest and current forms of marketing which has an increasing importance because of the growing number of the mobile phones users. With the Generation X and Y advertising companies have to find a way to attract these new customers, as these new generations of consumer are highly and well educated, would love to decide for themselves of what are the things that they want to do, want to take responsibility of their own decisions making, have the power of mobility and they have discovered the never-ending world of online communities. The authors also mentioned that, in this era of fast mobility, companies and advertising agencies must find a new way to communicate and connect with their consumers, especially the young ones. The limit between reality and fantasy has never been thinner and the marketing departments of the companies have to be well aware of the scenario. With mobile marketing companies have the opportunity to use such marketing methods that explains and describes very well the target groups, that are not dependent on time and place and that can reach quickly to their customers.

According to Ashraf & Kamal (2010), technology enhancement had not given the society new products and services, but they had changed the definition of many