



**THE EFFECTIVENESS OF MOBILE MARKETING AS A
PROMOTIONAL PROGRAM THROUGH MOBILE PHONE
TOWARDS CONSUMER AT KOTA KINABALU**

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ABSTRACT

This paper is aims to identify the main factors of mobile marketing advertising that make customer acceptance. This study also to identify demographic influencing of customer trustworthy on mobile marketing towards the innovation of marketing technologies strategies. Besides that, this study also to recommend suggestions in improving mobile marketing in term of advertisement strategy

This study maintains its value and originality by gather the related information by hand whether through primary data finding or secondary data finding.