



**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA SARAWAK**

KOTA SAMARAHAN

**A STUDY ON YOUNGSTERS' ATTITUDE TOWARDS MOBILE
MARKETING**

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LETTER OF TRANSMITTAL

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19 June 2019

Puan Noraida Binti Omar,
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Sarawak.

Dear Madam,

SUBMISSION OF PROJECT PAPER MKT672

With reference to the above subject, attached is my final project paper titled **“A study on youngsters’ attitude towards mobile marketing”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara (UiTM).

With the submission of this project paper, I hope that it will meet the requirement for completion of my Bachelor Degree course. Lastly, I would like to express my heartfelt gratitude and appreciation for your advice and guidance throughout completing this research.

Thank you.

Yours Sincerely,



ELIZABETH ANAK SIGAT

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ABSTRACT

The purpose of this study is to identify the youngsters attitudes toward mobile marketing. The variables of mobile marketing is entertainment, informativeness, irritation and credibility. The objectives of this research is to identify the relationship between independent variables and dependent variable. The survey involves of 100 respondents from youngsters. Data obtained using primary data and secondary data. The data was analyzed using SPSS software to get frequency, reliability, correlation and regression. The results are all independent variables have a relationship to the attitude mobile marketing.

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