



**POSITIVE ATTITUDES TOWARD SMS ADVERTISING AMONG GENERATION Y IN
KELANTAN**

NIK MOHAMAD HARITH BIN NIK NAJIB

2012515675

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KOTA SAMARAHAN

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ABSTRACT

Purpose – The purpose of this paper is to explore the generation Y view and feel toward SMS advertising. SMS advertising is a good advertising medium or tool to advertise products and services.

Methodology/Approach – A total of 300 generation Y respondents are selected and had participated through convenient sampling technique in answering the questionnaire. The questionnaires are distributed through hand to hand at two public universities at Kelantan which are UiTM Kota Bharu campus and Universiti Malaysia Kelantan.

Findings – Most of respondents are female. The Cronbach's Alpha result for this research is good and reliable since is reached above the level recommended. Regression analysis shows that percentage from the variables could affect the generation Y attitudes toward SMS advertising. There are some recommendations to be concerned, in order to improve SMS advertising.

Keywords –Generation Y, SMS Advertising, Attitude, Entertainment, Informativeness, Creditability, Personalization, Irritation.

Chapter 1

INTRODUCTION

1.1 Research Background

In today's world, we live in a world with full of advertising. Anywhere we go and every moment a day in our life, we must encounter at least one advertisement. From traditional advertising method for example Billboards, Newspapers, radio or magazines, advertising has evolved into something more complex and rich. Nowadays, with the fast growth of mobile phones usage especially among generation Y, companies of goods and services has taken this opportunity to advertise their products and services through this new medium for interactive marketing. According to Malaysian Communication and Multimedia Commission (MCMC) base on their research on hand phone users' survey 2014, throughout all over Malaysia; the total number of mobile phone users in 2014 is 8.40 percent which are 4,164,237 users among 38,167, 300 users and this number keep increasing time by time. In Kelantan alone the number of mobile phone user base in 2014 is 4.6 percent which population base is 6.8 percent. The dramatic revolution in mobile technology has provided companies with new promotional opportunities for reaching their consumer groups (Radder, et al., 2010; Carter, 2008; Xu et al., 2008; International Advertising Bureau, 2008)

Chapter 2

LITERATURE REVIEW

2.1 Introduction

Reviewing related literature will give some ideas and to better conducting of the research as it can be serve as a guideline. This chapter will discuss in details about the dependent variable (attitudes towards SMS advertising) and each related independent variables (Entertainment, Informativeness, Creditability, Personalization and Irritation) with the understanding of past research

2.2 Attitudes toward SMS Advertising

In marketing, attitude is one of crucial concept to adept in order to tackle consumers. According to Fishbin (2004) attitude can be defined as “learned predisposition of human being”. Kotler and Keller (2006) also mentioned that “an attitude is a person’s enduring favorable and unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea”. For instance, the technology acceptance model that predicts the utilization of information system comprises of five noteworthy develops: perceived usefulness, perceived ease of use, attitude, intention, and use (Davis, Bagozzi, and Warshaw, 1989). Epitomize that consent based advertising contrasts from conventional irritative advertising in that messages about particular products, services, or content are sent just to people who have expressly shown their readiness to get the message (Tsang, 2004). Moreover, Barwise found that 82% of the respondents said that accepting three permission-based advertising texts every day was "about right", more youthful customers being more open to more continuous advertisement, and the mobile channel can possibly advantage both advertisers and customers (Barwise, 2002). Informativeness is portrayed as "the capacity to educate