Consumer Behaviour towards Acceptance of Mobile Marketing

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Abstract

As the Smart phone technology continues to advance, the Smart phone has emerged and become ubiquitous. With high penetration of the Smart phone in Malaysia, it facilitates the mobile marketing channel to deliver advertisements to the consumers. The purpose of this study is to investigate the enabling factors that influence consumers' behavior to accept mobile marketing by using the revised Unified Theory of Acceptance and Use of Technology (UTAUT) model. The UTAUT model consists of the independent variables of Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), and Facilitating Condition (FC), and the dependent variable is the acceptance of technology, which in this study, is the Acceptance of Mobile Marketing. The quantitative research approach is used in the study to statistically examine consumer behavior towards the acceptance of mobile marketing. The sample size of 109 Malaysian respondents was used to test the hypotheses. The findings of the study revealed that half of the independent variables in UTAUT model have significant positive effect on the Acceptance of Mobile Marketing. The result of the findings is that variables of Performance Expectancy and Effort Expectancy have significant positive effect on Acceptance of Mobile Marketing, while Social Influence and Facilitating Condition do not have significant positive effect on Acceptance of Mobile Marketing.

1.0 Introduction

Nowadays, the advancement of technology affects the perception and adoption of mobile devices. Mobile communication is one of the largest communication methods in the world as 5 billion people own mobile devices (The World Bank, 2012; United States Census Bureau, 2015). In addition, mobile subscriptions around the world have stretched to a total of 6 billion people. An estimated $45 billion of mobile application's revenue will be generated by the end of the year 2015, and experts have forecasted that a total of $76 billion will be made in the year 2017 (Statista, 2013). Due to the development of mobile technologies, businesses around the world will have the opportunity to expand their current business, as it is easier to reach out to consumers at anytime and anywhere through the combination of both Internet technology and mobile technology. The adoption of the smart phone has become ubiquitous in Malaysia, as smart phones provide usability, functionalities, and connectivity to people. The penetration rate of smart phones in Malaysia has reached 140% in the year 2014, which means that an average Malaysian will own 1.4 mobile devices (Yahoo News, 2014). Malaysia also ranked as one of the five countries around the world where smart phone usage is higher than computer usage (Malaysian Wireless, 2014). Besides, there is66% (19.8 million out of 30 million Malaysian) of the Internet penetration rate in 2014 (Yahoo News, 2014). The wide broadband coverage and penetration rate significantly contribute to the accessibility of the Internet and adoption of mobile network in Malaysia. Due to the established communication infrastructure in Malaysia, there is a high number of people embracing smart phones, which creates opportunities for marketers to utilize mobile phone as a platform to market products and services to consumers.

1.1Problem Statement

According to the researcher's knowledge, prior studies on consumer behavior towards mobile marketing are scattered and disintegrated. The prior studies are scattered and disintegrated due to being solely focused on the limited area of consumer behavior. Technology Acceptance Model (TAM) and Theory Planned Behavior(TPB) are still widely used to predict and understand the consumer perception of system use (Alicia et al., 2015 and Min &Dong, 2012).The prior researchers, such as (Persaud & Azhar, 2012; Yang &Zhou, 2012), used TAM along with Theory Planned Behavior (TPB) model to study the dimension of consumer behavior. In this case, these two widely used models are disintegrated with other models, such as Diffusion of Innovation (DOI), Uses and Gratification Theory (UGT), and others to study the dimension of consumer behavior thoroughly. As a result, prior scholars solely used one or two models to study dimension of consumer behavior, which is scattered across the body of knowledge and lack of integration with other consumer behavior models.

In addition, the use of contemporary and comprehensive research models on technology adoption are inadequate, whereas the older research models, such as Chong et al. (2012) mentioned that, many studies had used models, such as TAM, to derive the adoption of mobile commerce. The TAM model is inadequate to explain the dimension of consumer behavior, and it lacks other variables to explain consumer behavior, such as self-efficacy, perceived behavioral control, and etcetera (Venkatesh et al., 2012). TAM model is an old model, and it was not catered to the present technology adoption. Therefore, the TAM model, TPB model, and other old models are inadequate to examine the contemporary consumer behaviors.

Furthermore, there are contradicting results among the prior studies that integrated the variables, such as the perceived usefulness (PU), perceived ease of use (PEOU) and subjective norm (SN), to study the consumer attitude on mobile marketing. The results of Alicia et al. (2015) and Revels et al. (2010) discovered that PEOU and PU has significance towards mobile marketing except SN. On the other hand, Chong et al. (2012) have shown opposing results of SN tohave significance to mobile marketing, whereby PEOU and PU are insignificant. Where as Guo et al. (2010) and Wong et al. (2015) discovered significant results in all of the 3 variables. Based on this outcome, the study of this topic needs to be done extensively in order to deliver a more resounding conclusion to this study.

Last, there is a lack of prior research regarding mobile marketing in the Malaysian context, whereby many of the studies are mostly done in the developed countries. The prior research done in other countries may not be able accurately to predict the Malaysian's behavior in perceiving the value of mobile advertisement. For example, the similar study from Chong et al. (2012) was in cross country context (Malaysia and China), Liu et al. (2012) study between Austria and Japan, Unal et al. (2011) in Turkish, Revels et al. (2010) in Australia, Yousif (2012) in Jordan, Ashraf and Kamal (2010) in Pakistan, Persaud and Azhar (2012) in Canada.

1.2 Literature Review

1.2.1 Mobile Marketing

As the development of the Internet and mobile phone became converged and ubiquitous, mobile marketing became one of the contemporary marketing channels. The American Marketing Association defines mobile marketing as the activities that involve the process of creating, interacting, conveying, and exchanging offers that have value for the consumers (Prenzel, 2010). The characteristics of mobile marketing are location-independence, time-independence, personalization, interactivity, time-based, and emotionalizing (Prenzel, 2010). The mobile marketing enabled marketers to interact and personalize advertisement stotarget consumers based on their preference and online activities. This channel is effective to inflict emotional connection between the consumers and the marketed products due to the personalization and interactivity of the mobile advertisements.

1.2.2 Performance Expectancy (PE)

Performance expectancy (PE) is a term used to describe the extent of an individual in perceiving and trusting the usage of a technology or system, which will improve the performance and productivity of the individual (Wong et al., 2015). PE is a vastly comprehensive variable, as it was mentioned by Ghalandari (2012) that PE was further developed from several models, such as perceive usefulness from the Technology acceptance model (TAM), external motivation from the motivational model (MM), job fit from PC utilization model (MPCU), and relative advantage from innovation diffusion theory (IDT).

In addition, PE has been proven to have a substantial impact towards the consumer's behavioural intention, regarding the acceptance of mobile activities (Wong et al., 2015; Chong et al., 2012). In the mobile marketing context, it is vital for the consumers to believe that the marketing contents that are delivered via the mobile application are useful for them.

1.2.2.1 In formativeness

In formativeness is the term used to describe the capability of delivering the significant and appropriate information and contents to the user effectively (Richard &Meuli, 2013). Aspects, such as exactness, updates, accessibility, speed, appropriateness, and usefulness, are considered as the main factors that the consumers are expecting from the message (Blanco et al., 2010; Islam et al., 2011; Unal et al., 2011). The mobile advertisements that lack in formativeness will be reflected as irrelevant to the consumers, thereby, making the efforts of interaction with mobile marketing insignificant. Richard and Meuli (2013) also supported that in formativeness will greatly impact the consumer's behavioral intentions in accepting the mobile advertising and marketing.

1.2.2.2 Entertainment

In the mobile marketing context, entertainment refers to the capability of providing enjoyment and pleasure to the consumers via mobile devices (Richard & Meuli, 2013). Entertainment represents as the medium for consumers to achieve escapism, diversion, enjoyment, and emotional release (Liu et al., 2012). Liu et al. (2012) also mentioned that entertainment would be able to add value and enhance the level of customer loyalty. The examples of entertainment in mobile advertising include games, music, and visual presentations (Unal et al., 2011). Blanco et al. (2010) commented that entertainment is an important and crucial aspect in conducting effective and successful web advertising. Moreover, Lu and Su (2009) also realized that enjoyment or entertainment is one of the factors to have positive effects for people to adopt mobile shopping.

1.2.3 Effort Expectancy (EE)

The UTAUT encompasses the perceived ease of use from the TAM model and re-termed it as Effort Expectancy (EE) (Heerink et al., 2010). Effort Expectancy is defined as the degree of ease for a person to use technology (Venkatesh et al., 2012). The context of this research is about acceptance of mobile marketing, and the EE for mobile marketing is the degree of ease a person perceives when accessing mobile marketing, such as the advertisements from smart phone applications. Ease of use is one of the widely used predictors of the prior researchers to study the adoption of new technology (Wong et al., 2015). The friendliness (complexity) of mobile services would impact the usefulness and enjoyment of the mobile services (Revels et al., 2010; Palka et al., 2009; Lu and Su, 2009). Simplicity of accessing mobile marketing will determine the overall mobile users' satisfaction and the perceived benefits in accepting mobile marketing. Besides, the application and physical features of a mobile device can greatly influence the perception of the mobile user on the ease of use of mobile commerce (Chong et al., 2012). Tanakinjal et al. (2010) also supported that the complexity of accessing mobile marketing services will affect the overall decision of a mobile user to adopt mobile marketing.

1.2.4 Social Influence (SI)

According to Atif et al. (2012), social influence refers to the feelings changes of an individual while perceiving pressure during the process of being informed regarding an innovation. This means that social influence is a type of pressure that is exerted on an individual regarding a new product, services, or technology. In the 2010s, mobile devices and advertising are immensely introduced into the market (Sloane, 2015). Due to this phenomenal penetration of mobile marketing, consumers are well-aware of the use of mobile technology. Besides, the influence of friends and family will effectively communicate the information and awareness of mobile devices and mobile applications to the consumers (Chong et al., 2012). The social pressure regarding the information of mobile marketing will create an impact on mobile marketing acceptance. In addition, Min and Dong (2012) discovered that the positive emotions towards the usage of mobile devices are stimulated by social influence as well, which translates into a higher rate of mobile marketing acceptance. Noor et al. (2013) firmly supported that social influence held a crucial role in mobile marketing, as it leads the consumers to purchase a product or service through their mobile phones.

1.2.5 Facilitating Condition (FC)

It is important to study the factors that facilitate the mobile user to accept mobile marketing. Therefore, the Facilitating Condition is used as the determinant of the acceptance of mobile marketing in this research.

According to Venkatesh et al. (2012), Facilitating Condition (FC) is referring to mobile users' perception of the availability of support and resources to perform technology adoption. Sufficient resources, such as software, hardware, IT knowledge and the technical support from both marketers and consumers, will endorse the adoption of mobile marketing (Wong et al., 2015). Chiemeke and Evwiekpaefe (2011) also exerted that the computer hardware, software, as well as the knowledge of the users will determine whether E-commerce is compatible enough for the mobile users to access its services. For the mobile user, Ghalandari (2012) and Shew (2012) stated that the facilitating condition would affect the users' behaviors in accepting E-banking services. Besides, Lu and Su (2009) and Wong et al. (2015) also mentioned that Internet connection is one of the elements that facilitate the mobile user to access mobile marketing.

1.2.5.1 Perceived Behavioural Control

According to Ajzen (2005), the perceived behavioral control (PBC), also known as self-efficacy, explains how people perceived their ability in controlling and performing tasks. In this research context, the PBC reflects on how well the mobile users use their Smart phone to interact with mobile marketing. Islam et al. (2011) cited that the likeliness of the mobile user to adopt M-commerce services is high when they have a high level of knowledge and awareness of M-commerce. And also, Lu and Su (2009) and Min and Dong (2010) also supported that the mobile user with greater experience and confidence of their capability will be highly self-motivated to perform certain tasks. Mobile user innovativeness has the tendency to try new technology and to cope with technology uncertainties (Wong et al., 2015). Innovative mobile users are more independent and audacious in exploring mobile marketing as they have positive thinking. According to Gao et al. (2013), mobile users with high innovativeness will be the first ones to try or buy product and service that is new or unique.

1.2.5.2 Cost

Cost is a major factor in determining the adoption behavior of mobile users. Cost refers to the sacrifice of resources for the benefits or opportunity (Brent, 2014). According to Islam et al. (2011), mobile users are more likely to adopt M-commerce services when the cost and pricing of the services provided are relatively low. The cost of mobile marketing received by the mobile users can be tangible, such as the consumption of mobile data, SMS fee, In-app payment, or etcetera. On the other hand, cost also can be an intangible form, such as the cost of time and effort for the mobile user to consume the mobile advertisement. Revels et al. (2010) suggested that mobile users would be less persuaded to use m-services when they feel the perceived benefits from using the mobile services are less than what it costs. Then, Palka et al. (2009) highlighted that the mobile users are greatly de motivated to consume mobile marketing when SMS or MMS is charged.

1.2.5.3 Trust

Mobile users will need the feeling of trust in order to expose themselves to mobile marketing willingly. As defined by Chong et al. (2012), trust is the willingness of the users to become vulnerable to the m-commerce providers after they considered the providers' characteristics. Sultan et al. (2009) claimed that the risk of acceptance from mobile users will be more likely to provide their information to the mobile advertisers for marketing related purposes. The mobile users will lose trust in the mobile service providers when the mobile users' privacy is breached. Okazaki et al. (2009) have proven that mobile users will react negatively towards mobile advertising when their trust is diminished, and the mobile advertisers are suspicious. The mobile users will start to worry about their privacy when they realize they have no control over how the mobile marketer will use their personal information (Persaud & Azhar, 2012). Hence, trust is important to convince consumers to adopt mobile marketing.

1.2.5.4 Compatibility

Compatibility is defined as the degree of the perceived innovation, which is consistent with the value, experience, and the needs of the technology adopters (Lu &Su, 2009). Technology constantly involving consumers' lifestyle and compatible technology enabled consumers to exploit their mobile services of interest. Tanakinjal et al. (2010) stated that the compatibility of technology has direct effects on the intention of the consumer to adopt mobile marketing. Therefore, sophisticated technology will meet consumers' expectations and satisfaction in the acceptance of mobile marketing.

1.2.6 Unified Theory of Acceptance and Use of Technology

In this research, the researcher adapted the Unified Theory of Acceptance and Use of Technology (UTAUT) developed by Venkatesh et al. (2003).

UTAUT model studies the user's acceptance and usage behavior towards new technology adoption. UTAUT is a comprehensive model that explained approximately 70 percent of the variance in technology acceptance (Venkatesh et al., 2012; Wong et al., 2015).

In order to expand the scope and generalizability of the prior technology acceptance models, the UTAUT model synthesized eight theories: Technology Acceptance Model (TAM), Innovation Diffusion Theory (IDT), Theory of Planned Behavior (TPB) (Azjen, 1991), Motivation Model (MM), Theory of Reasoned Action (TRA), Combined TAM and TPB, Social Cognitive Theory (SCT), and Model of PC Utilization (MPCU); (Venkatesh et al., 2012; Wong et al., 2015; Chiemeke & Evwiekpefe, 2012; Shew, 2012).Upon the unification of the eight prior technology acceptance models, the theory consolidates the variables of Effort Expectancy (EE), Performance Expectancy (PE), Social Influence (SI), and Facilitating Conditions (FC), which is shown in Figure 1.

Figure 1- UTAUT Model (Venkatesh et al., 2003)
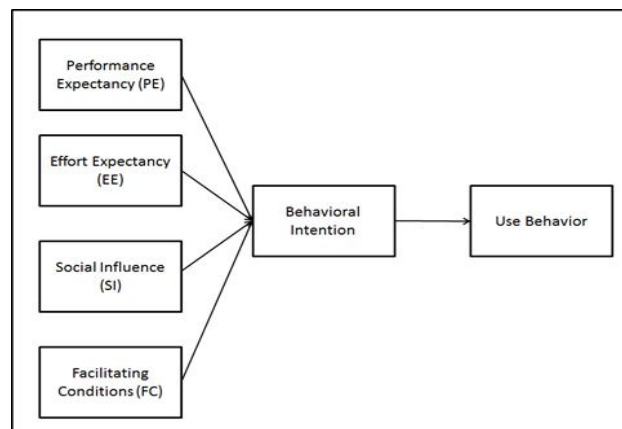
1.3 Hypothesis Development

1.3.1 Performance Expectancy towards Acceptance of Mobile Marketing

Benefit is the intrinsic motivation for the consumer to consume mobile marketing. Performance Expectancy (PE) is described as the benefits that associate with the technology use, where Wong et al. (2015) and Ghalandari (2012) has proven that PE has a positive relationship with the consumer to use mobile advertising. Moreover, Persuader and Azhar (2012) proposed that the higher the value (benefits) that the consumers are getting from participating in mobile marketing, the more likely they will be motivated to engage in the mobile marketing campaign.

H_1. Performance Expectancy has a significant positive relationship with Acceptance of Mobile Marketing

1.3.2 Effort Expectancy towards Acceptance of Mobile Marketing

Gao et al. (2013) verified that the perceived ease of use, which is considered as similar to Effort Expectancy (EE), has a positive influence on the consumer to engage with mobile marketing. Then, Revels et al. (2010) showedthat the overall consumer satisfaction in using mobile services is positively influenced by the ease of use of the services provided. Thus, the hypothesis is formed where the EE has positive influence on the consumer to consume mobile marketing.

H_2. Effort Expectancy has a significant positive relationship with the Acceptance of Mobile Marketing

1.3.3 Social Influence towards Acceptance of Mobile Marketing

The intention to consume mobile advertisements may be influenced by the opinion of the people around them. According to Chong et al. (2012), social influence has proven a significant positive relationship between the consumer behavior and the adoption of mobile marketing. Mobile devices enabled people to stay socially connected, which the opinions, decisions and behaviors on adopting mobile marketing are affected by social interaction (Alicia et al., 2015). Min and Dong (2012) supported that the consumers' mobile advertisements consumption experiences (emotions) are varied through social networking when expressing ideas and influencing each other. Therefore, the researcher believes that social influence has a positive influence on the consumer to accept mobile marketing.

H_3. Social Influence has a significant positive relationship with the Acceptance of Mobile Marketing

1.3.4 Facilitating Condition towards Acceptance of Mobile Marketing

Facilitating Condition (FC) refers to the resources that are provided to the consumer to facilitate technology use where Wong et al. (2015) showed that it has a significant impact on the consumer to adopt mobile marketing. To ensure the mobile marketing campaign is compatible with the consumers, the adequate resource to facilitate the marketing campaign is essential to stimulate their intention to participate in the marketing campaign. There are many types of resources to facilitate the consumer to join the mobile marketing campaign, such as knowledge and expertise of the consumer in using mobile devices, technological infrastructure, and etcetera. Mobile technology is already integrated into many people's lives, and it determines the usage experience of adopting mobile services (Lu and Su, 2009). So, it is believed that the FC has a positive influence on the consumer to accept mobile marketing. H_4. Facilitating Condition has a significant positive relationship with the Acceptance of Mobile Marketing

2.0 Research Methodology

This study aims to examine the Malaysian smart phone users' behavior towards acceptance of mobile marketing. The Figure 2.1 shows the proposed framework that was adapted from Venkatesh et al. (2003) to determine the relationship and impact of the dimensions in the consumer behavior towards mobile marketing. The variables of consumer behaviour in this research consist of Performance Expectancy (PE), Effort Expectancy(EE), Social Influence(SI), and Facilitating Condition(FC). In this research, the PE is defined by entertainment and in formativeness, and FCis defined by controllability, compatibility, cost, and trust. These variables are selected to predict the consumers' Acceptance of the mobile marketing.

2.1 Conceptual Framework

Based on the previous studies and reviewing the wide literature, the following framework has been proposed.

Figure 2: Conceptual Framework
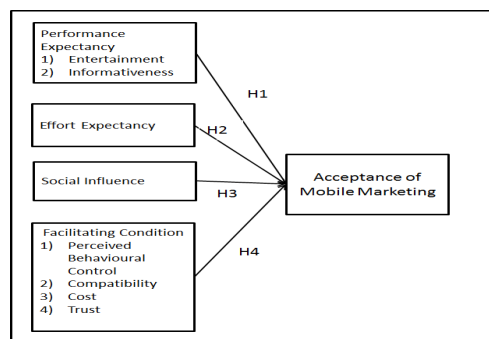
2.2 Population of Study

The target population of this study is the Malaysian who own smart phones with Internet access. According to the Department of Statistics Malaysia (2015), the total Malaysian population in 2015 is almost 31 million. Next, there are 63.3 % of Malaysians, who have Internet access via smart phone, according to the survey of Malaysian Communications and Multimedia Commission (2014). Based on the statistics, there are approximately 19.6 million Malaysians who are using smart phone with Internet access. This population is targeted because of the use of contemporary mobile marketing, such as mobile applications' advertising and mobile web advertising, which requires smart phone technology with Internet subscription in order to display the advertisements.

2.3 Sampling Method

This study has adopted convenience sampling method to gather survey responses from acquaintances, friends and family members, who are the most convenient to the researcher. The questionnaire was used as a survey tool to gather responses. The questionnaire is designed in Google Forms, and the researcher has distributed 140 of the Google Forms to the online respondents. Respondents were requested to complete 24 questions in the survey. Next, the data was collected in real-time as the data filled by the respondents was promptly uploaded to the researcher's Google Docs account. Lastly, the collected responses were coded in the SPSS data analysis program. This method ensured the number of respondents to achieve desirable sample size and to obtain quick responses from the respondents.

2.4 Sampling Size

Based on the statistics in section 2.2, the population of the study is about 20 million. According to the sample size calculation by Raosoft (2004), the recommended sample size based on the population of the study is 97 respondents.

The confidence level of 97 sample size is 95% with 10% margin of error. As a result, the actual sample size of this study is 112, where the extra 15 sample size is to compensate with the undesirable responses.

2.5 Research Design

In this study, a quantitative approach is used to understand the level of correlation and impact of the consumer behaviours toward the acceptance of mobile marketing. The primary data will be gathered and used to statistically test the hypotheses, which correspond to the dependent variable. The aim of this research is to get unbiased results from the empirical data through statistical analysis, which is used to generalize consumer behaviour on mobile marketing. The external validity is conducted through sampling technique. Blankenship (2010) defined external validity as the extent of the results of the study, which can be generalized and applied to the population beyond the sample that was used in data collection. Theoretically, the researcher intended to use the result and sample size of this research to represent the whole Malaysian population.

2.6 Survey Instruments

2.6.1 Questionnaire Design

The questionnaire is used for the data collection. The questionnaire is divided into three sections. Section A is to gather respondents' demographics. Then the questions in Section B are related to the variables in the consumer behaviour, which are divided into Part I: Performance Expectancy; Part II: Effort Expectancy; Part III: Social Influence; Part IV: Facilitating Condition. Lastly, the question in Section C is about the intention of the respondents to accept mobile marketing. The researcher adapted the questions from the researchers who used the theories, such as The Technology Acceptance Model (TAM), Theory of Reasoned Action (TRA), and the Diffusion of Innovation (DOI),where these theories were unified under the model of Unified Theory of Acceptance and Use of Technology (UTAUT). Please refer to Appendix A for the questionnaire's items and the source of each item.

2.7.2 Type of Measurement

The Likert Scale is used to measure the degree to which participants agree with something (McNabb, 2015). The Likert Scale is used as the measurement for each question in the questionnaire. The extent of Likert Scale is measured on the 5-point scale: 5 for 'Strongly Agree', 4 for 'Agree', 3 for 'Undecided', 2 for 'Disagree' and 1 for 'Strongly Disagree'. Based on the 5-point scale, the respondents can express their point of view, which is easy to understand inconvenient for them, as well as the data can be easily coded in the SPSS program for statistical analysis.

2.8 Data Analysis

The SPSS program is used for data analysis where the program computes all the collected data and analysesit empirically. For the analysis, the descriptive statistics are used to analyse the profile of respondents, frequency and mean of the respondents' interest towards mobile marketing. Before proceeding to inferential analysis, the outliers, normality, and reliability test were conducted to ensure the data is normally distributed and reliable. As for inferential statistics, the Pearson's product moment correlation will be used to identify the relationship between the variables of consumer behaviour and mobile marketing. Lastly, multiple regressions are used to test the impact between the variables of consumer behaviour and mobile marketing.

3.0 Results

The total numbers of 109 responses were analyzed in the study. The response rate of the distributed questionnaires is 80% (112 out of 140 questionnaires). Then, there were 3 outliers that caused the abnormality in data distribution and the outliers were removed and left with 109 responses. Moreover, the profile of respondents consisted of the majority of females, who made up of 55% of the total respondents, and 45% of male respondents. Next, the majority age groups of respondents are between 20 and 29 years old, which made up of 70% of the total respondents; 14% were 30-39 years old; 10% were 40-49 years old; 4% were 50-59 years old.

As for the habit of the respondents in using a smart phone, there were 76% of respondents who were devoted to the smart phone; 19% were undecided; 4% were not devoted to the smart phone.

Table 1: Result of Cronbach's Alpha Reliability Test

Variable	Number of Question	Cronbach's Alpha Value	Consistency
Performance Expectancy	6	0.763	Acceptable
Effort Expectancy	4	0.720	Acceptable
Social Influence	4	0.755	Acceptable
Facilitating Condition	4	0.702	Acceptable
Acceptance of Mobile Marketing	3	0.841	Good

The Table 1 is the Cranach's Alpha reliability test of the variables of the study. The Cranach's Alpha test is conducted to measure the reliability of the data. The minimum acceptable Cronbach's Alpha value is 0.70 (Merrill, 2016). The findings show that all the variables were reliable and consistent where the variables have Cronbach's Alpha value that are more than 0.70, especially for the dependent variable of Acceptance of Mobile Marketing that has 0.841Cronbach's Alpha value, which is considered as a 'Good' reliable variable.

Table 2: Hypothesis Testing

Hypothesis	Pearson's Coefficient	Correlation	Pearson's P-value	Multiple Regression's P-value	Result
H1: Performance Expectancy (PE) has a significant positive relationship with the Acceptance of Mobile Marketing	0.329**	Positive& Significant	0.000	0.007	Accept
H2: Effort Expectancy (EE) has a significant positive relationship with the Acceptance of Mobile Marketing	0.271**	Positive& Significant	0.004	0.047	Accept
H3: Social Influence (SI) has a significant positive relationship with the Acceptance of Mobile Marketing	0.091	Positive& Not significant	0.347	0.379	Reject
H4: Facilitating Condition (FC) has a significant positive relationship with the Acceptance of Mobile Marketing	0.165	Positive& Not significant	0.087	0.329	Reject

Table 2 is the hypothesis testing based on the Pearson's Correlation Coefficient and Multiple Regression analysis. If p value, which is the value of significance, is less than or equal 0.05 Alpha value, the test is significant (Jain et al., 2009).

The Hypothesis 1 and 2 are accepted to have significant positive relationship with the dependent variable with the p-value, which is less than 0.05 alpha values, and coefficient value is positive, according to Pearson's Correlation analysis. Moreover, the Multiple Regressions analysis shows a significant impact of variable PE and EE on the dependent variable with p-value less than 0.05 alpha values. Furthermore, H3 and H4are rejected, because the p-value of variables of SI and FC in both Pearson's Correlation and Multiple Regressions are more than 0.05 alpha values. Hence, the H3 and H4 do not have significant positive relationship with Acceptance of Mobile Marketing. Refer to Appendix B for the complete results of the Pearson's Correlation analysis and Appendix C for the complete results of the Multiple Regression analysis.

4.0 Discussion

The hypothesis testing shows that H_1 (PE) andH_2 (EE) have been accepted, whereasH_3 (SI) andH_4 (FC) have been rejected. H_1 is supported by the prior study of Chong et al. (2012) on adoption of mobile commerce. The study has the similar sample to the prior study, where both of the studies' respondents are from Malaysia and most of them are in Generation Y. It is also proven by the study of Yang and Sandra (2010), Revels et al. (2010) and Wong et al (2015) on the intention to use mobile services. The variable of Performance Expectancy was focused on the productivity of using mobile services by the prior studies, which are similar to the current study.

This finding shows that consumers are more likely to accept mobile marketing when they are entertained by mobile advertisements, and the advertisement provides the information that is useful to them. H_2 conforms to the prior studies conducted by Chong et al. (2012) on mobile commerce adoption.

Moreover, the results are also supported by the study of Gao et al. (2013) and Yang et al. (2013) on acceptance of mobile marketing. The convenience in using mobile devices is the main discussion for the Effort Expectancy variable by the prior studies, which is similar to the current study. This finding suggests that consumers are more willing to accept mobile marketing when the advertisement is user friendly. H_3 contradicts the prior study of Alicia et al. (2015), because the prior study has proven SI to be positively related to Acceptance of mobile advertising. The current study only focused on the smart phone user, instead of mobile advertising user. Moreover, the results from the study of Min and Dong (2012) and Guo et al. (2010) also opposed the results of the current study. The target population in the study of Min and Dong (2012) and Guo et al. (2010) was the University student from China, whereas the current study targeted the general smart phone users in Malaysia. The respondents have a different culture, so the social influence on mobile marketing may vary. H_4 oppose the study conducted by Wong et al. (2015),where the prior study explained the variable of FC with mobile communications services, whereas the FC variable in the current study is explained by the sub-variable of Perceived Behavioral Control, Cost, Trust, and Compatibility. Moreover, the results of Guo et al. (2010) contradicted the current study as well. The result sare different due to the different sampling method, where the prior study used experiment investigation method to test how consumers will react to mobile marketing based on the FC, whereas the current study only conducted survey to gather samples.

4.1 Theoretical Contribution

This study has provided an in-depth insight on the consumer behaviors toward the acceptance of mobile marketing. By integrating the sub-variables, such as In formativeness and Entertainment, into the independent variable of Performance Expectancy (PE), the study catered to the context of mobile marketing, instead of solely adopting UTAUT model that emphasizes the general acceptance and use of technology. Moreover, the study has highlighted the current consumer behaviors on acceptance of mobile marketing, based on the modern technology, which is the use of a smart phone. Thus, this study has provided insight to the scholars who are interested in the contemporary mobile marketing topic to extend this study in the future.

4.2 Practical Contribution

The intention of this research was to provide in-depth insights for the mobile marketers to create a successful mobile marketing campaign. The results suggest that the factors, such as Performance Expectancy (PE) and Effort Expectancy (EE), can influence the consumers' intention to accept mobile marketing. Since PE is the strongest determinant of the acceptance of mobile marketing, the mobile marketers should make advertisements more enjoyable and appealing to the customers. EE is also one of the significant predictors of the acceptance of mobile marketing, where mobile marketing should make mobile advertisements more useful, friendly, and convenient. Eventually, mobile marketing will became appealing to consumers and the adoption of mobile marketing will surge.

4.3 Limitation of Study

First, the sample of the study is not able to generalize the entire population of smart phone consumers throughout Malaysia. The mobile penetration rate in Malaysia is different across states, age groups, and income groups. Therefore, there will be some biased responses from the sample of the study. Furthermore, by looking at the demographic of the respondents; it shows gender and age group bias, because the population of the study does not have an equal chance of being selected as the sample for this study. Thus, this study is unable to represent the population of the study. Moreover, due to time limitation, the researcher did not fully adapt to UTAUT model where the researcher disregarded the variable of user behaviour, which in this study was the actual usage (purchase advertised products and services) of mobile marketing. The researcher was unable to gather enough sample size to achieve 5% tolerance of margin error. Instead, the study tolerated 10% of margin error, which caused the outcomes to fluctuate plus or minus 10%. Hence, the researcher had to compromise the data accuracy with a smaller sample size.

5. Conclusion

Overall, this study still has some improvements to be made in order to enhance the UTAUT model. The aim of this study was to examine the consumer behaviour on the acceptance of mobile marketing extensively by enhancing the UTAUT model. The UTAUT model is about the adoption of technology, and the variables in the model have to cater to the subject matter of the study.

This study has successfully tailored the variable of Performance Expectancy from the UTAUT to the context of mobile marketing. The integration of the sub-variable of In formativeness and Entertainment is used to explain the independent variable of Performance Expectancy on the acceptance of mobile marketing extensively. This study also has provided a substantial contribution, whereby the variables, such as Performance Expectancy and Effort Expectancy, have proven to be significant predictors in encouraging the acceptance of mobile marketing. Nonetheless, there is no indication that the independent variables, Social Influence and Facilitating Condition, have a positive significant effect on the acceptance of mobile marketing.

Recommendations

While this study has achieved the research objectives, there are still several recommendations suggested for scholars to extend this research. The use of simple random sampling methods is suggested to reduce the sampling bias in the current study. Further study can be done by replacing the acceptance of the mobile marketing as the moderator and introducing the actual use of mobile marketing as the new dependent variable. Moreover, examining two different cultural settings can extend the study. The cross-cultural study can increase the depth of the study, as well as provide useful information to mobile marketers, who intend to market their products in different countries with different cultures.

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Appendix A

Questionnaire's Items and Sources

Main Construct	No. of Items	Sub-Construct	Question Item	Source and Theory Used
Performance Expectancy	3	In formativeness	Mobile advertisement helps me keep up-to-date about products I need	Blanco et al. (2010); TAM theory
			Mobile advertisement is a good source of information	Blanco et al. (2010); TAM theory
			Mobile advertisement usually provide the information that I need	Blanco et al. (2010); TAM theory

	3	Entertainment	I feel that receiving mobile advertisement is entertaining	Blanco et al. (2010); TAM theory
			I feel that receiving mobile advertisement is enjoyable	Blanco et al. (2010); TAM theory
			I feel that receiving mobile advertisement is pleasing	Blanco et al. (2010); TAM theory
Effort Expectancy	4		It is easy to use my mobile phone to access to the content that I need	Gao et al. (2013); TAM and Theory of Reasoned Action (TRA)
			My interaction with mobile advertisement is clear and understandable	Wong et al. (2015); UTAUT model
			I find mobile advertisement is easy to use	Wong et al. (2015); UTAUT model
			Learning to use mobile advertisement for purchasing does not require a lot of my mental effort	Wong et al. (2015); UTAUT model
Social Influence	4		Friends and family members have influence on my decision to look into mobile advertisement	Chong et al. (2012); TAM and Diffusion of Innovation Theory (DOI)
			Current trends have influence on my decision to look into mobile advertisement	Chong et al. (2012); TAM and Diffusion of Innovation Theory (DOI)
			Mass media will influence my decision to look into mobile advertisement	Chong et al. (2012); TAM and Diffusion of Innovation Theory (DOI)
			People whose opinions that I value prefer that I use mobile advertisement	Wong et al. (2015); UTAUT model
Facilitating Condition	1	Perceived Behavioral Control	I have the knowledge and the resources to interact with mobile advertisement	Venkatesh et al. (2012); UTAUT model
	1	Compatibility	Mobile Internet and technology are compatible for me to interact with mobile advertisement	Venkatesh et al. (2012); UTAUT model
	1	Cost	I will not look into mobile advertisement because its costs	Chong et al. (2012); TAM and Diffusion of Innovation Theory (DOI)
	1	Trust	Trust and security is one of the main concerns when interacting with mobile advertisement	Chong et al. (2012) TAM and Diffusion of Innovation Theory (DOI)
Acceptance of Mobile Marketing	3		I will try to interact with mobile advertisements	Venkatesh et al. (2012); UTAUT model
			I will continue to interact with mobile advertisements in the future	Venkatesh et al. (2012); UTAUT model
			I plan to continue to interact with mobile advertisement frequently	Venkatesh et al. (2012); UTAUT model

Appendix B

Result of Pearson's Correlation Coefficient

Correlations

		Performance Expectancy	Effort Expectancy	Social Influence	Facilitating Condition	Acceptance of Mobile Marketing
Performance Expectancy	Pearson Correlation	1	.295**	-.006	.086	.329**
	Sig. (2-tailed)		.002	.947	.376	.000
	N	109	109	109	109	109
Effort Expectancy	Pearson Correlation	.295**	1	.042	.164	.271**
	Sig. (2-tailed)	.002		.665	.087	.004
	N	109	109	109	109	109
Social Influence	Pearson Correlation	-.006	.042	1	.013	.091
	Sig. (2-tailed)	.947	.665		.895	.347
	N	109	109	109	109	109
Facilitating Condition	Pearson Correlation	.086	.164	.013	1	.165
	Sig. (2-tailed)	.376	.087	.895		.087
	N	109	109	109	109	109
Acceptance of Mobile Marketing	Pearson Correlation	.329**	.271**	.091	.165	1
	Sig. (2-tailed)	.000	.004	.347	.087	
	N	109	109	109	109	109

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix C

Result of Multiple Regression Analysis

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.016	.590		1.722	.088
	Performance Expectancy	.280	.102	.259	2.749	.007
	Effort Expectancy	.241	.120	.191	2.006	.047
	Social Influence	.076	.086	.080	.884	.379
	Facilitating Condition	.085	.087	.090	.982	.329

a. Dependent Variable: Acceptance of Mobile Marketing