

FACTORS AFFECTING USERS' BEHAVIOURAL INTENTION OF USING MOBILE
SOCIAL APPLICATIONS AMONG YOUNG GENERATIONS AT MELAKA

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SUPERVISOR VALIDATION

I hereby declare that I have read this thesis and in my opinion this project is
sufficient in terms of scope and quality for the award of
Bachelor of Technology Management (Innovation Technology)

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DECLARATION

“I declare that this project is the result of my own research except as cited in the references. The research project has not been for any degree and is not concurrently submitted in candidature of any other degree.”

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DEDICATION

I would like to dedicate the success of this project report especially to both my parents Nik Zakaria Bin Nek Abdul Rahman and Rohaya Binti Sarip. The hard work and sacrifices that they have made for me to further my studies would not be enough to pay back by just submitting the report but beyond that. Therefore, I am proud and honoured to have them as my parents. Secondly, dedication to all my siblings that has aid me a lot in term of spirit support. Last but not least, to my lecturers whom also as my supervisor for this Final Year Project Report, Dr Yusri bin Arshad, my panel Puan Norazah Binti Abdul Aziz and also to my beloved classmates.

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ABSTRACT

This research aims to investigate the factors that affecting the behavioural intention to use mobile social network applications among young generation in Melaka. The existing of Fourth Generation (4G) mobile technology has radically changed the lifestyle of young generations. 4G mobile technology aims to offer users faster, more reliable mobile broadband internet for devices like smartphones, tablets and laptops. 4G is around five times faster than existing 3G services. These mobile features attract the patronage of the entire young generation population. This study also aims to examine the relationship between The Modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) model is adopted to determine the most prominent factors that affecting the behavioural intention to use mobile social network applications among young generations in Melaka. In addition, it addresses educational issues for young generation with regard to the shift from a traditional learning environment to a blended learning environment.

ABSTRAK

Kajian ini bertujuan untuk mengkaji faktor-faktor yang mempengaruhi niat tingkah laku untuk menggunakan aplikasi rangkaian sosial mudah alih di kalangan generasi muda di Melaka. Yang sedia ada Generasi Keempat (4G) teknologi mudah alih telah radikal mengubah gaya hidup generasi muda. teknologi mudah alih 4G bertujuan untuk menawarkan pengguna lebih cepat, internet jalur lebar mudah alih yang lebih dipercayai untuk peranti seperti telefon pintar, tablet dan komputer riba. 4G adalah kira-kira lima kali lebih cepat daripada perkhidmatan 3G sedia ada. Ciri-ciri ini mudah alih menarik naungan seluruh penduduk generasi muda. Kajian ini juga bertujuan untuk mengkaji hubungan antara Teori Unified Modified Penerimaan dan model Penggunaan Teknologi 2 (UTAUT 2) diguna pakai untuk menentukan faktor-faktor yang paling menonjol yang menjejaskan niat tingkah laku untuk menggunakan aplikasi rangkaian sosial mudah alih di kalangan generasi muda di Melaka. Di samping itu, ia menangani isu-isu pendidikan untuk generasi muda dengan mengambil kira peralihan daripada persekitaran pembelajaran yang tradisional kepada persekitaran pembelajaran yang sama rata.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter discusses the background, problem statement, research objectives and research questions and lastly the significance of this study. This chapter will briefly explain about objective and importance of this research.

1.2 Background of Study

This research study is aim to identifying and investigating the behavioural intention of mobile social networking applications towards young generation in Melaka. This study is focus to find the best factor that influences the behavioural intentions of young generation to use mobile social networking applications in Melaka. Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) was adapted to investigate the user intention to use mobile social network applications.

Recently, mobile devices like smartphones and tablets have become a necessary gadget in the modern lifestyle, as it is expected to exceed the world population. It is not only provide users with entertainment but also productivity through mobile apps (Hew, Lee, Ooi, & Wei, 2015). Social

networking sites (SNSs) are an online platform enabling people to communicate with one another; they are a new medium of expression allowing users to engage and maintain real relationship (Lin & Lu, 2015).

The several factor that affect the user intention to use the mobile social network applications in Melaka are performances expectancy, effort expectancy, social influence and facilitating conditions. The study is aims to know the best factors that influence the behavioural intentions to use the mobile social networking application for young generation in Melaka. In short, the study gets the data basically at Melaka and the study get the best factor affecting the user intention to use mobile social network applications and the study indirectly know the behavioural intention of young generations in Melaka.

1.3 Problem Statement

The study is aim for factor affecting the user behaviour to use mobile applications in Melaka. There are several problems that found during this research. The research questions are to know the factor that influences the user behaviour to use mobile social network applications. Portio Research (2013) estimated that app revenues of US\$12 billion were generated worldwide in 2012, and are forecasted to grow to \$63.5 billion in 2017. However, for most app developers, apps development is not financially rewarding. According to VisionMobile (2013), 67% of developers around the world earn less than US\$500 per app a month which is insufficient to sustain their business. A study by Localytics (2011) found that one on four mobile apps once downloaded is never used again. In Malaysia, only 22.3% of users check their mobile apps when informed or prompted (MCMC, 2012).

Next is to know how the factor affect the behavioural of community in Melaka. In order to stay competitive, it is necessary to understand the direct relationship between consumer's perceptions on mobile apps usage so developers can come up with effective strategies to promote mobile apps, engage consumers with apps, and advertise within apps (Yang, 2013). Thus, it is important for managers to understand the predictors of mobile apps adoption by consumers. Despite the pervasiveness of mobile apps penetration in Malaysia, there is limited understanding of consumers' acceptance of mobile apps. For instance, most of the past studies focused on the behavioural intention of specific mobile apps such as mobile services (Islam, Kim, & Hassan, 2013), m-shopping (Yang, 2010), m-commerce (Min, Ji, & Qu, 2008), and these studies are not conducted in Malaysia. Studies conducted in Malaysia on specific mobile apps are Leong, Ooi, Chong and Lin (2013a) which examined the behavioural intention to use mobile entertainment, Goi and Ng (2011) explored the perception of young consumers on m-commerce, Jayasingh and Eze (2009) studied the behavioural intention of consumers using m-coupons, Leong, Hew, Tan & Ooi (2013b) researched on the factors that influence the adoption of NFC (Near Field Communication) enabled m-credit card and Jambulingam (2013) identified the determinants that influence the behavioural intention to adopt Mobile Technology in Learning Environment (MTLE) in Malaysia.

Besides, studies using the UTAUT2 model on behavioural intention to adopt mobile apps in Malaysia have not been conducted before. Although there are many other technology models, UTAUT2 model has additional elements not present in the other models mentioned namely hedonic motivation (HM), price value (PV) and habit. The elements in UTAUT2 are combined to focus on consumer use context rather than technology acceptance and use of employees (Venkatesh et al. 2012).

In short, this research will focus only on mobile apps as a whole and further validate the UTAUT2 model in Malaysia. As consumer's acceptance is the foundation of mobile apps success, this study will evaluate the factors that affect behavioural intention to adopt apps which will be useful to parties earning profits from apps development.

1.4 Research Gap

Based on previous research (Adelyn Kuan Lai Kit, Ann Hui Ni, Emeilee Nur Frieda, Tang Kia Yee, 2014), UTAUT2 Model use 7 factors to determine behavioural intention to adopt mobile social applications in Malaysia while the researcher use 4 factors affecting users' behavioural intention of using mobile social applications in Melaka.

Next, based on (Viswanath Venkatesh , James Y. L. Thong, Xin Xu , 2012), the previous research used UTAUT as their model to complete their research while the researcher use UTAUT2 model as theory of this research.

1.5 Research Objectives

The following the research objectives of this study.

1. To analyse the factors on behavioural intention on using mobile social network applications among young generations
2. To examine the relationship between factors affecting on behavioural intention on using mobile social network applications among young generations
3. To identify the most prominent factors on user behavioural intention to use mobile social networking apps in Melaka

1.6 Research Questions

The research questions which served as guidelines of the research study. The following are some of research questions of this study.

1. What are the factors on behavioural intention to use mobile social network applications among young generations in Melaka?
2. What are the relationship between factors affecting on behavioural intention to using mobile social network applications among young generations in Melaka?
3. Which one is the most prominent factors on behavioural intention to use mobile social networking apps among young generations in Melaka?

1.7 Significance of the Study

The study is intended to know the best factor of user behavioural intention to use mobile social networking apps for their choices. The method to measure the factors of user behavioural intention to use mobile application apps is by Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) model.

1.8 Scope of Study

This study is focus on 250 respondent of young generation in Melaka which are high school students, matriculation or STPM students and universities students in Melaka. The respondent is age from 13 to 35 years old. They are more frequently use the mobile social applications and expose to social network sites.

1.9 Limitation and Key Assumption of Study

The researcher assume that respondent will provide honest answers. The researcher also assume respondent have adequate knowledge to be part of respondent for primary data collection. The researcher need more experience on handling research topic where he or she can provide justifiable answer.

1.10 Structure of Thesis

Table 1.0: Structure of Thesis

Chapter	Brief Description
Chapter 1 Introduction	Chapter 1 is about the introduction of the research. Problem statement, significance of study, research objective, research questions, scope of study and limitation and key assumption of study are state in this chapter.
Chapter 2 Literature Review	Chapter 2 explains the literature review based on the previous studies. This chapter also includes the theoretical framework of this research.
Chapter 3 Research Methodology	Chapter 3 presents the research methodology, data collection, method for data analysis and discussion of sampling method.
Chapter 4 Data Analysis	Chapter 4 explains about the data analysis, method to collect data analysis , results from data analysis of samplings
Chapter 5 Discussion and Recommendation	Chapter 5 describe about discussion of analysis data, implications of the study, recommendations and future research of the study.

1.11 Summary

Chapter 1 explains about the development of the framework of the research. The basic information about the research like introduction of study and factor that affecting the users' behavioural intention by using UTAUT 2 model. The expected outcome and the purpose of this research are also address in this chapter.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will discuss about the literature review which obtained from journals, articles and books. This chapter also will describe about the factor that influence the user behavioural intention to use the mobile social network applications.

2.2 Definition of Term

2.2.1 Behavioural Intention

Behavioural intention is defined as consumer readiness and likelihood to use mobile e-commerce services (Fong & Wong, 2015). In this study, behavioural intention is the only dependent variable. Prior studies identified many factors that might affect behavioural intention.

2.2.2 Performance expectancy

Similar to TAM's perceived usefulness, it is the perception of individuals that using the system will improve their performance. It is the benefits received from using the technology in performing activities (Kit, Ni, Badri, & Yee, 2014).