SUPERVISOR'S APPROVE

'I hereby declared that I had read through this report and in my opinion that this thesis is adequate in terms of scope and quality which fulfil the requirements for the award of Bachelor of Technology Management (High-Tech Marketing)

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FACTORS INFLUENCING THE MOBILE APPLICATION UTILISATION
AMONG GENERATION Y

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DECLARATION OF ORIGINAL WORK

"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

Greetings from the east, I would like to dedicated my art works to my mother, Madam Robiah Sharif, who have been my behind supporter from the beginning of my studies and until now. Thanks mom, because believing and understanding on me. To my grandmother, Hajah Saedah Haji Mohd Jamali, thank you for support and help me during my long journey studies. To all my family members too, thank you for believing me for allowing me to further my studies. Lastly, to my friends, Akwa Mahzan, Siti Nur Fatihah Mohd Ali and Nur Izzati Saad, thank you, three of you are my source of inspiration, I hope one day I would like to follow your foot step one day or in future someday.

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ABSTRACT

Advances in technology led to the globalization of the broad and powerful technology advanced from time to time without limitation. Thus progress in the use of mobile phone or now called as mobile application of smartphones increasingly sophisticated and multifunctional usability as a mobile application for consumers to easily use and quickly handle. The main objective of this study was to identify factors influencing the mobile application utilisation among Gen Y in scope of study. Therefore, this study will identify factors of problems, interests and objectives in terms of smartphone apps for youngsters or even known as Generation Y or more precisely Gen Y. For the first place, the survey will be conducted in several stages to identify more clearly and broadly about the role in understanding smartphone application itself and the Gen Y in the interest of utilisation in the phone application in everyday life. Through all this research, the factors of mobile apps utilisation among Gen Y manage to detect with questionnaires among Gen Y. The researcher manage to find the answer of this research, mostly Gen Y utilisation the mobile apps because the benefit of mobile apps and attraction of mobile apps itself. But, the mobile apps of education tools didn't give any impact to Gen Y to utilisation the mobile apps.

Key words: Flawless unity, confident, with wisdom try to explore technology world

ABSTRAK

Kemajuan dalam bidang teknologi globalisasi yang luas menyebabkan teknologi semakin canggih dan hebat dari semasa ke semasa tanpa batasan. Oleh itu kemajuan dalam penggunaan telefon bimbit atau masa sekarang di panggil sebagai telefon mudah alih iaitu telefon pintar yang semakin canggih dan mempunyai pelbagai fungsi kepenggunaan seperti menawarkan aplikasi mudah alih kepada pengguna dengan mudah dan cepat. Tujuan utama kajian ini dijalankan adalah untuk mengenalpasti faktor mempengaruhi kepenggunaan aplikasi telefon di dalam kalangan generasi muda menyeliputi di dalam likungan kajian sahaja. Oleh itu, kajian ini akan mengenalpasti faktor-faktor masalah, kepentingan dan objektif utama dalam aspek aplikasi telefon pintar dalam kalangan generasi muda atau pun dikenali sebagai generasi y atau pun lebih tepat Gen Y. Sebagai pembuka bicara, kaji selidik dapat dijalankan dalam beberapa tahap untuk mengenalpasti secara lebih jelas dan luas mengenai kefahaman dalan aplikasi telefon pintar itu sendiri dan golongan Gen Y dalam kepentingan kepenggunaan dalam aplikasi telefon tersebut dalam kehidupan mereka seharian. Melalui semua kajian ini, faktor-faktor penggunaan aplikasi mudah alih di kalangan Gen Y berjaya dikesan melalaui dengan soal selidik di kalangan Gen Y. Penyelidik berjaya mencari jawapan kajian ini, kebanyakannya Gen Y menggunakan aplikasi mudah alih kerana manfaat aplikasi mudah alih dan tarikan aplikasi mudah alih itu sendiri. Tetapi, aplikasi mudah alih sebagai alat pendidikan tidak memberi apa-apa kesan kepada Gen Y untuk penggunaan aplikasi mudah alih tersebut.

Kata kunci: Penyatuan, yakin, dengan hikmah dalam meneroka ilmu teknologi

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LIST OF SYMBOLS

Symbol		Meaning
±	=	Plus minus sign
%	=	Percentage
B	=	Beta
H_0/H_1	=	Hypothesis
N	=	Number of Sample
t	=	t-test
f	=	Frequency
Sig.	=	Significance
R	=	Coefficient Range
X1	=	Benefit of Mobile Apps
X2	=	Attraction of Mobile Apps
X3	=	Mobile Apps of Education Tools
X4	=	Free and Paid of Mobile Apps
Y	=	Factors of Mobile Apps Utilisation

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

This research focuses the factors influencing the mobile application utilisation among Generation Y or Gen Y in scope of research. The purpose of this research just focuses on elements which divided into few parts independent variables which are benefits, attraction, mobile apps of education tools also with free and paid in mobile application utilisation among generation youth. This chapter covers the background, objectives, research question, scope and significant of this research.

More to moderate knowledge, the digital media market has recently experienced an exponential growth of mobile application know as apps, program designed to perform a specific function on mobile computing devices. A recent national survey about the mobile app estimates that 185 billion apps will have been downloaded by 2014. Along this popularity, media and market analysts predict that revenues from the mobile app will reach $38 billion by 2015 (Bilton, 2011). Now days, especially to generation youth know as y, usually they like to spend a lot of time with their mobile phone or know as smart phone in anyway, anytime and anyplace because the size of smart phone is not bigger than other stuff to make some communication.

Furthermore, the technology of smart phone more advance because all the need of customer wants and needs are already had based on application or apps their provided.

Talking about smart phone, more to mobile phone built on a mobile operating system, with more advanced computing capability and connectivity than a usual mobile phone. The combination of the functions of a personal digital assistant (PDA) with a mobile phone make the first smart phone is in existence. After that, the smart phones have been added the functionality of portable media players, low-end compact digital cameras, pocket video cameras, Google search, Colour Note to keep some information, Office Suite, and GPS navigation units to form one multi-use device. All the mode smart phones also include high resolution touch screens and web browsers that display standard web pages as well as mobile optimized sites. The quick development of mobile application utilisation randomly with so many apps have been drivers of smart phone adoption.

On behalf of that, not all applications or apps are successful in the market, identifying the factors influencing the intention of mobile app use can provide app developers, marketers, and researchers with important information about the decision process of app use intention (Seok Kang, 2014). Although recent studies have researched various types of mobile communication devices and their effects, the studies are limited to overall use of voice calling (Abu, 2010; Jin and Pena, 2010). But in other words, we can see, not many apps are popular or usable by community especially to generation youth or y, mostly they more prefer to something more entertainment and fun. But sometimes it depends to the generation y which application that can give more satisfaction level to them or otherwise for some intention part.

In general, behaviour, we also know that every smart phone have they on limit base on their internal storage and total of ram, so basically is similar with another device or electronic of laptop, computer and many more. So, to get the high internal storage and big of ram, the customer need to spend a lot of money if they really want it, but if they are incapability to that, they just buy base on the demand. But, the function is still same, mobile value-added services are digital services added to mobile

phone networks other than voice services, including short message, games, entertainments, web surfing, software applications and functions for achieving specific purposes (Kuo, et al, 2009).

The effect and benefit of utilisation of smart phone among generation y give a big impact in their daily life on how they used that mobile application. The challenge for designers and research studying new mobile applications are that robust scientific methods exist for evaluates applications 'perceived QoE in the user's name and environments (Selim Ickin, et al, 2012). This shown everything has a pro and contrast between user and mobile application. Comprehensive and in depth study will be describes in the literature review.

1.2 Problem Statement

The mobile application knows as mobile apps become more popular in present time after smartphone become one of best platform in community level especially to our generation y or Gen Y. Back to the previous times, before the smartphone exist, Gen Y more focusing playing video game in tape, make calculation with calculator, and refer some unknown word with dictionary and other thing with traditional way. But since smartphone become more popular and provided all apps like games, calculator, recorder, clock, radio and many more, anything just become easier, especially to generation y. obviously, the generation y more frequently use this mobile apps in the daily life. So, on this research, the researcher will explore and understanding why mobile apps become more popular and important to generation y. Furthermore, how generation y learns and handles this application in the daily life and how they practice it.

1.3 Research Question

This research explored the following key questions:

1.3.1   What is the attraction allocated on mobile apps among Gen Y?

1.3.2   What the factors of mobile apps utilisation among Gen Y?

1.3.3   What the benefit of mobile among Gen Y?

1.4 Research Objectives

This research has three objectives to be achieved, namely:

1.4.1   To explore the attraction of mobile application or apps among Gen Y

1.4.2   To identify factors of mobile application or apps among Gen Y

1.4.3   To determine the benefit of mobile application or apps among Gen Y

1.5 Scope, Limitation and Key of the Study

1.5.1 Scope

The scope of this research is to identify the element of mobile application know as apps benefit, attraction from that apps, capability and mobile apps of education tools that may learn from that mobile application and the different between free apps and payable apps in medium of smart phones also to examine a little different between play store and apps store in android and iOS system. The research more to investigate the factors that affect from mobile application to generation y in the daily life and some of relationship between usable that mobile application as social platform or field in the job. This research just more focus to generation y handle and utilisation that variable of apps and function that mobile application among them and to measure the level of satisfaction among Gen Y in scope of research

1.5.2 Limitation

This research is limited to the among generation youth know as Gen Y, this research just limited to the scope of study and based on to Gen Y only.

1.5.3   Key Assumptions

This research describes the factors that affect the mobile application utilisation among Gen Y in scope of research and also identify the relationship between the benefit mobile application, the important of that apps among generation y nowadays and the new knowledge that generation y will learn and get from that mobile apps in the daily life especially Gen Y. Last but not least, this research more to explore and evaluate the element of every mobile application benefit, usable, knowledge, capability and important among generation y and which will be the most significant that contributes to the mobile application utilisation among Gen Y.

1.6 Importance of the Study

The importance of this research is to boost and support the generation y to improve the capability and choose the best apps in smart phone whether types from android mobile phone system or iOS mobile phone system in order to increase they skill in mobile application utilisation in the daily life. This study also can give a best guide line to the new user especially to the generation y on how they utilisation and handle that mobile application in anytime and anywhere by using smart phone only as medium platform.

1.7 Summary

Chapter 1 is all about the development of the framework for the research. The framework acts as guidelines for the research to ensure the research alert with the objective of the research. This chapter includes basic information about the research such as introduction of mobile application know as apps utilisation in smart phones and among generation y know as y. The purpose of doing the research and the expected outrange is also covering in Chapter 1. This chapter also talking about the scope that the researcher will cover the limitation of research and key assumptions of the research. Finally, the chapter covers the importance of the research subject.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter discussed about the overview of mobile application know as apps utilisation and among Gen Y in scope of research. The mobile application in smart phone apps based on benefits, attraction, mobile apps of education tools will learn and the different from free apps and paid apps also being discussed in this chapter which each of the variable are explained on how it will affect the mobile application utilisation among Gen Y. Lastly, theoretical framework of the research had been drafted in this chapter.

2.2 Mobile Application

Mobile application is the general term for computer software run on the various mobile device, including ("App"voted 2010 word of the year by the American Dialect

(UPDATED) palmtops and mobile phone, as well as tablets and smart phones, which are being more and more frequently. All these devices come with an operating system and several basic preinstalled applications (Piotr Nieradka, 2016).

Mostly, mobile applications are developed directly for a wide variety of platforms and by best programming languages. The best programming language does not exist, because of language has its application, advantages, disadvantages and vulnerabilities. Each program is within a certain range served, while in other less accessible. But depending on the application operating environment in which it will operate, there are several preferred programming languages (Raento, 2005) and the same way of mobile platform market, once a strong relationship between a platform and developers is established, a platform provider can also attract more customers, device vendors, and mobile carries-a "virtuous circle" can be created in its ecosystem (Basole and Karla, 2011).

The short summary is presented in Table 2.1 is given specification of platforms and preferred programming languishes.

Table 2.1: Specification of platform smartphone

Application environment	Preferred programming languages
Android	➢ Java > C++
iOS	➢ Objective > Swift
Windows Mobile	➢ C/C++ > C#/Visual Basic
Windows Phone 7	➢ C# (dla Silverlight)

Source: (Piotr Nieradka, 2016)

Based on the Table 2.1 shows that every application of smartphone have they own system such like regular of smartphone like Samsung, Sony, Huawei, Lenovo, Oppo, Xiaomi, HTC, LG, ZTE and Asus are using Android system. For the iPhone usually they will use iOS system to support that iPhone system. Last but not least, for the Nokia or Microsoft phone they will use Window system to support that system of mobile Microsoft and Nokia phone.