

A STUDY ON FACTORS THAT INFLUENCE CONSUMER ACCEPTANCE OF  
MOBILE MARKETING WITHIN FASHION INDUSTRY IN PENINSULAR  
MALAYSIA

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The thesis is submitted in partial fulfilment of the requirements for the award of  
Bachelor of Technology Management (High Technology Marketing)

Faculty of Technology Management (High Technology Marketing)

Universiti Teknikal Malaysia Melaka.

JUNE 2019

## **STUDENT'S DECLARATION**

I hereby declare that the work in this thesis is my own except for quotations and summaries which have been duly acknowledged. This thesis has not been accepted for any degree and is not concurrently submitted for award of other degree.

Signature :

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Date :

## **DEDICATION**

This thesis is dedicated

To my beloved parents, Ismail bin Zakaria and Faridah binti Zakaria and also my  
siblings who have been my constant source of inspiration.

Without their love and support, this thesis would not have been made possible.

## ACKNOWLEDGEMENT

In the name of Allah SWT, The Most Beneficent and The Most Merciful. All the praise and thanks be to Allah SWT for giving me wisdom, strength, support and knowledge in preparing for this thesis.

First and foremost, I would like to express my sincere gratitude and appreciation to my respective supervisor, Miss Sitinor Wardatulaina binti Mohd Yusof for the continuous support, patience, motivation and immense knowledge. Next, special thanks to Prof. Datuk Dr. Izaidin bin Abdul Majid, my assigned panel for his contributes and inspired me a lot to work on this final year project. I am deeply grateful for the guidance towards this research whereby their advice and encouragement played an important and major role for the success of this research.

An honorable mention goes to my lovely parents and siblings for giving love completely, support and encouragement in completing this research. Next, special thanks to my colleagues and all those involved either directly or indirectly help the success of this research project.

Last but not least, I would like to thank the authority of Universiti Teknikal Malaysia Melaka (UTeM) for providing us, the students with a good environment and facilities to complete this project. I would also like to take this opportunity to thank the centre of Faculty of Technology Management and Technopreneurship (FPTT) for offering this subject. It gave me an opportunity to participate and learn about the research project which is valuable for an academic purpose. Hopefully, this thesis will help those people and researchers in the future.

## **ABSTRACT**

The research of mobile marketing is still in early stage and the reasons of actual usage the mobile marketing as well as to explain and understand the acceptance also still remains unclear. To investigate this issue, this research has examined the factors that influence consumer acceptance of mobile marketing within fashion industry. This research has proposed a framework by decomposing provided information, personal attachment, perceived risk, and perceived value as variables that need to measure in order to know the relationship with consumer acceptance of mobile marketing. Data for all those variables are collected through distributed questionnaire through face-to-face questionnaire, survey monkey, google docs and so on. A total of 1000 targeted respondents in Peninsular Malaysia that includes Northern Region, Eastern Region, Central Region and Southern Region required to participate in this research. The findings suggest significant relationship between provided information, personal attachment, perceived risk, and perceived value as independent variables with consumer acceptance of mobile marketing. Thus, this study has suggested that perceived value as the most crucial factors that influence consumer acceptance of mobile marketing within fashion industry. Besides, the researcher would like to recommend further to study other factors that will influences consumer acceptance of mobile marketing and expand the research location.

## ABSTRAK

*Penyelidikan pemasaran mudah alih masih di peringkat awal dan sebab penggunaan sebenar pemasaran mudah alih serta untuk menjelaskan dan memahami penerimaan juga masih tidak jelas. Untuk menyasat isu ini, kajian ini telah mengkaji faktor-faktor yang mempengaruhi penerimaan pengguna terhadap pemasaran mudah alih di dalam industri fesyen. Kajian ini telah mencadangkan kerangka kerja dengan menghuraikan memberikan maklumat, lampiran peribadi, risiko yang dirasakan, dan nilai yang dianggap sebagai pemboleh ubah yang perlu diukur untuk mengetahui hubungan dengan penerimaan pengguna pemasaran mudah alih. Data bagi semua pemboleh ubah telah dikumpul melalui pengedaran kaji selidik yang merupakan soal selidik seperti soal selidik secara bersemuka, 'survey monkey', 'google docs' dan sebagainya. Sejumlah 1000 responden yang disasarkan di Semenanjung Malaysia iaitu Wilayah Utara, Wilayah Pantai Timur, Wilayah Tengah dan Wilayah Selatan dikehendaki menyertai penyelidikan ini. Penemuan menunjukkan hubungan yang ketara antara memberikan maklumat, lampiran peribadi, risiko yang dirasakan, dan nilai yang dianggap sebagai pemboleh ubah bebas dengan penerimaan pengguna pemasaran mudah alih. Oleh itu, kajian ini mencadangkan nilai dianggap sebagai faktor yang paling penting yang mempengaruhi penerimaan pengguna pemasaran mudah alih dalam industri fesyen. Selain itu, penyelidik ingin mencadangkan lagi untuk mengkaji faktor lain yang akan mempengaruhi penerimaan pengguna pemasaran mudah alih dan mengembangkan lokasi penyelidikan.*

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Research Background

The study of fashion industry has advanced and significantly, showing a greater research in more breadth and depth. In today's rapidly changing world in technology and innovation, fashion industry can be one as considered as the main driver of the business growth. In fashion industry, the business models are various and the struggling between fashion brands also retailers happens to find the right answers of business model ([Rinnebach & Richter, 2014](#)). Moreover, the fashion world has appeared by instilling the recent trends in mobile marketing with creative branding and innovative technology. Mobile marketing has become very near to individuals because they have simple access to the internet, a vast growth that the world is making today. Fashion can be known as industry which has a very short product life cycle and fully depends on changing trends. So, the fashion trends need to be analysis and forecast by the marketers as well marketers become a trend setter before the customers change to the competitors. Technology such mobile technology is the best platform to acquire and convert customers by evaluating and optimizing this marketing with the

ultimate objective of obtaining and satisfying customers in order to preserve a lifelong allegiance.

Fashion market of Malaysia has been growing steadily over the past few years. This is because of particularly to the increased penetration of the smartphone usage and affordable internet services. The Malaysia External Trade Development Corp (Matrade), Datuk Noraini Ahmad said to New Straits Times on September 2014 that fashion industry in Malaysia is still in small size right now but growing bigger with the right push. Alongside with online shopping, to gain consumers in Malaysia traction is mobile marketing. Many Malaysians attracted with the promotions, advertisements, and so on typically via online platforms by smartphones that tells the consumers about goods they interested to buy. From the research of Mobile Marketing Association ([MMA, 2006](#)), the mobile marketing understanding is based on the use of wireless media as an embedded content delivery and direct reaction vehicles in communications marketing media or self-directed media communications. The use of smartphones as widespread in content delivery and direct response means that consumers will continue to use their devices to find out more about the products in terms of quality, durability, and price in online ways online ways first before the final decision to make a purchase. The best example in this mobile marketing theory is the millennial generation because they are more dependent on technology in way to keep them informed about the market trends. This again explains the limitless opportunity of mobile marketing for the fashion sector.

The key outcomes of this study are consumer acceptance which is measured by behavioral and attitude intent of consumer towards mobile marketing. According to [Silberer and Wohlfahrt \(2001\)](#), the research of consumer acceptance is measured by evaluated by significant insights into the achievement of failure and success of new products or services. Due to increasingly exposed to mobile marketing, so consumer acceptance of mobile marketing also expected increase too. The improved acceptance of mobile marketing consumers may be depicted by marketing or advertising acceptance on their smartphones, such as promotional notifications, in-app banners or browsers and others. However, the acceptance of mobile marketing by consumers somehow motivated by some variables. As such, some variables like

provided information, personal attachment, perceived risk, and perceived value come out in this research in order to measure the acceptance of mobile marketing towards fashion industry. This study intended to empirically identify the most crucial factors to satisfy the problem, research objectives and research questions.

## 1.2 Problem Statement

Predominantly, mobile marketing can be declared precise and can be carried out anytime and anywhere. Therefore, the fast-growing mobile sector has resulted to a fresh field of research studies that is a review of multiple variables that influence mobile marketing acceptance by consumers and organizations ([Roach, G., 2009](#)). However, in context of reality the consumers did not show enough enthusiasm and remains largely inconsistent also fragmented. Hence, what is the reasons that blocking the acceptance of mobile marketing by consumers? ([Han, Cheng, & Song, 2010](#)). The extent to consumer who can accept this mobile marketing need to be clarified.

Most industries which the fashion industry is particularly, have to face the challenge of figuring out which routes and messages to use to achieve target audiences while still using traditional marketing. This is because in reaching the target audience, traditional marketing is said to be inefficient. According to [Tiplady \(2006\)](#), within several weeks, fashion industry will introduce their new collections and designs which is make the consumers keep dropping by the stores in order to review the latest fashion trends. Mobile marketing interacts with a more personalized strategy in order to effectively target consumers, but user preferences and profiles are not compatible as a targeted basis audiences. Besides, for the fashion industry, efficient user targeted maintenance is vital, particularly fashion products have a brief life cycle. Thus, with the fast and competitive environment there were a lot of increasing numbers of failing products.

On the other hand, some past studies provided a restricted knowledge of mobile marketing acceptance's driver among the consumer particularly. Thus, it is still not clear in involvements of consumers in marketing efforts and on what degree the consumers are willingly to adopt. However, [Vantanparast & Butt \(2010\)](#) has proven that marketers have only the slightest abilities to generate constant favorable yields without a better comprehension of the variables that influence the user's view on the value of mobile advertising. Mobile marketing can be promoted efficiently if such drivers can provide an overview of significant variables and then lead to user-strengthened acceptance.

### **1.3 Research Objectives**

This research is based on exploratory research conducted in factors that influence consumer acceptance of mobile marketing within fashion industry. The following are specific objectives are addressed:

1. To determine the characteristics of mobile marketing within fashion industry.
2. To investigate the factors that influence consumer acceptance of mobile marketing within fashion industry.
3. To identify the most crucial factors that influence consumer acceptance of mobile marketing within fashion industry.

## 1.4 Research Questions

This research is focused on the following key question below in order to get an answer of the research:

1. What are the characteristics of mobile marketing within fashion industry?
2. How does the factors that influence consumer acceptance of mobile marketing within fashion industry?
3. What are the most crucial factors that influence consumer acceptance of mobile marketing within fashion industry?

## 1.5 Scope of Research

The scope of this research is focused on people who are mostly contribute with shopping online and individuals that own mobile phones or smartphones as a targeted respondent. This research covered in peninsular Malaysia, that consists of Northern Region, Eastern Region, Central Region, and Southern Region due to accessibility of researcher to complete the research successfully in order to know the acceptance of consumer in mobile marketing within in peninsular Malaysia. This research also covered on fashion industry. Thus, this research will recommend the factors that influence the consumer acceptance of mobile marketing within fashion industry. The method use in this research is by distributed direct survey through questionnaires by face-to-face, survey monkey, google docs and so on.



## **1.6 Importance of Research**

The major importance of this research will benefit the academic environment that wanted to carry out the same studies or researches in consumer acceptance of mobile marketing within fashion industry. It will be a great importance to studies the factors that influence the consumer acceptance of mobile marketing within fashion industry. Besides, the researcher will conduct a deeper study in area of factors that influence consumer acceptance of mobile marketing and gives more benefits to fashion industry in order to improve their performance in trends and so on. Next, the success of this research will also help the policy maker to has improvements in conducting the mobile marketing to be a better platform for consumer to accept and adopt also be a better platform for consumer shopping in future.

## **1.7 Summary**

This chapter introduced and explained about the background, problem statement, objectives and research questions, limitation and importance of the research. It also outlines a little bit relationship about the fashion industry, mobile marketing and consumer acceptance of mobile marketing. Thus, further research of this topic will make more clearer about the factors that influence consumer acceptance of mobile marketing within fashion industry.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter provides a required detail about consumer acceptance of mobile marketing within fashion industry. Therefore, this chapter also indicate the factors that influence consumer acceptance of mobile marketing within fashion industry. In this chapter, the researcher used variety of references materials and followed by findings from previous research which are classified according to research questions of this study. The chapter are included theoretical framework and ended with summary.

## 2.2 Fashion Industry

According to [Grail Research \(2009\)](#), the fashion industry has risen quickly and becoming an essential component of the global economy which rather than increasing competition in the sector. From that, the fashion industry is shown as an international industry and is very global because it is usually clothes or accessories that are often designed in one country but produced in other countries and sold to all over the world. As a result, that surveyed by [S en \(2008\)](#), the researcher stated this industry is categorized as high level of demand uncertainty and short product life cycles. However, With the fashion industry, evolving forces always involve change. This is shown in early 2000's that fashion is encompassing more than incorporating the vernacular of fragrance, accessories, and so on. But in Malaysia, a mixture of history such as Malay, Chinese, Indian and multiple native cultures influence the fashion industry, and this has become a significant platform to put Malaysia as a flourishing fashion capital.

Some studies have found that providing a proactive "service" to customers in retail clothes business as developed by a manufacturing company to position themselves can refer to fashion terms in broad scope and diverse formulas ([Runfola and Guercini, 2013](#)). Therefore, retailer plays important role by being interactive and offering stand out as favored choice in this increasingly competitive market that need better understanding about the consumer attitudes and intention with fashion retail that exist in the market.

Moreover, [Runfola and Guercini \(2013\)](#) also describes that fashion as the product that available in stores in a time needed, fashion need to reduce the time in market by managing the supply chain in developed retailing companies and aimed between in the creative or design stage of a product and the product availableness in stores that containing the time lag for more reactive than proactive of manufacturing companies, and lastly must contain creative stage and product design. In this sense, it is necessary to has good understanding on what makes the environment of fashion industry are unique and becomes different with other environments in mobile marketing. Despite of all these explanations illustrated,

for allowing the application designers to produce a relevant and useful application may need a better understanding directly will intend and encourage the use, engagement, and consumer spending through the mobile marketing sites.

### **2.3 Mobile Marketing**

In addition, the world's economic order has been changed by bringing with its new challenges and opportunities through economic globalization. [Okazaki \(2006\)](#) has pointed out that rapid increasingly popularity of mobile marketing among either in commercial or non-commercial firms is emergence by the wireless network technologies with high speed, rates of penetration is high and mobile devices with inherent features. Indeed, mobile marketing becomes as necessary tools for all big or small companies as mobile devices as well as being ubiquitous. It is proven by [Strom, R., Vendel, M., and Bredican, J., \(2014\)](#) through the researcher studies on Mobile Marketing Association, mobile marketing is describes as to communicate with as set of practices and use interactive and pertinent way by any mobile devices or personal digital assistant in engage the firms with the customers. In a related vein, the studies from Wireless Advertising Association states mobile marketing as using a wireless network to release the promotional messages and input to mobile devices [\(Xu, 2007\)](#). Promotions in mobile marketing ways such as text messaging (SMS), multimedia messaging (MMS), by downloading application giving push notification, in-application or in-game marketing, mobile websites, and scan QR codes by using mobile devices can be firms and customers ways to communicate. So that, for both of direct marketing and the activities of promotional through mobile marketing indicates as helpful and valuable ways [\(Wang, 2007; Wang and Acar, 2006\)](#).

However, [Ngai and Gunasekaran \(2007\)](#) specified that there is no clear explanation for capturing the real nature of the phenomenon or mobile marketing environment, but this suggested definition focuses on technology itself to explicitly introduce state of technology into marketing rather than attempting to go beyond it. Hence, the mobile marketing's scope is still vague. The sudden changes in the requirements and priorities of the customers is due to the incredible amount of quick technology developments that comes time-by-time. Thus, with quick technology, customers become more rational, more advanced, more segmented and more expected in the future. Contribution in the adoption and diffusion that made by a revolutionary in this pervasive phenomenon on customers attitude and response of mobile marketing activities.

#### **2.4 Consumer Acceptance of Mobile Marketing**

However, consumers acceptance may increase due to widely exposed of mobile marketing towards the consumers. According to [Deng, Z., Lu, Y., and Chen, Z., \(2010\)](#), the researcher described acceptance of mobile marketing as a tendency for individual consumers to accept and embrace new innovations with appropriate technology and use them in a helpful and beneficial way. Mobile marketing acceptance is growing, but if there is no clear and clear knowledge, marketers will lose the capacity to continuously produce beneficial yields in driving customer acceptance aspects. Thus, the intentions in the mobile marketing activities to engage which is involving mobile services with the relationship between the marketing entities and consumers which is related specifically to consumer acceptance of mobile marketing. Based on above arguments, as evaluated by the mobile marketing intention, which is the following proposal as the primary yield variable in this research. Intention of behavioral has been defined as the strength of one's intention to perform a specified behavior ([Fishbein and Ajzen, 1975.p.288](#)).

In view of the above, the study shows that there were several factors have been addressed according to the issues of influencing consumer acceptance of mobile marketing ([Bauer, H., Reichardt, S. J., & Neumann, M., 2005](#); [Kavassalis, P., Soyropoulou, N., Drossos, D., Mitrokostas, E., Gikas, G., & Hatzistamatiou, A., 2003](#); [Siau, K., Hong, S., & Fiona, F., 2005](#)). In other hand, [Barwise and Strong \(2002\)](#) explained that the activity of mobile marketing is related with past studies which is suggest clear and detail of the approval of consumer to obtain or accept opt-in approaches of mobile advertisements in order to measure of acceptance and willingness to engage that can relatively influence high levels of acceptance. Mobile marketing also can be explained as the use of mobile to getting information for personal, communication on one-to-one, provide others with specific locations, and for entertainment. Thus, the attitudes and mobile marketing intentions of customers can be proved by the readiness of customers to accept bids on mobile marketing instruments or advertising offers, the willingness to accept offers on sporting activities linked to businesses selling products presently attending, and the desire to receive requests from businesses that have been given approval to apply.

## **2.5 Factors that Influence Consumer Acceptance**

This is consistent with previous literature which is growth with mobile devices such as smartphones stems from enhanced mobile marketing demand ([Drossos, D., George, M. G., George, L., Flora, K., and Maria, G. S., 2007](#)). However, the complex and slight understanding reflects to the phenomenon in mobile marketing is proven by how its's really works and on what factors that influences the response, reacts, and acceptance of users in order to use this medium. [Safeena, R., Date, H., Kammani, A., and Hundewale, N., \(2012\)](#) advocated that there was profound impact of mobile marketing on global environment business that influences the attitude, perception, and intention of consumers. As such, several factors come out in this study to measure the

acceptance of consumers of mobile marketing like provided information, personal attachment, perceived risk, and perceived value.

### 2.5.1 Provided Information

The foremost goal for the mobile marketing is to give and distribute all the information to final user. Therefore, [Kim \(2002\)](#) explained that the use mobile marketing is concerned more on how to provide the information either need to send or accept. This is because by using the mobile devices, there will be different and various types of information that available which is very useful and relevant to everyone. The study of [Stewart and Paylou \(2002\)](#), there were a lot of consumers that looking for direct communication in order to get information. Thus, the network and technology allowed related information that wants to send or receive from peoples, marketers, and organizations about the demographic, geographic and subscriber. As example, Internet can be a medium that allowed the information and communications medium to consumers for marketing purposes which is known as online shopping especially in fashion. Internet use related to skill and sense of control of consumers that brings highly correlation with consumer task-oriented activities like shopping through online and accessing the information of product.

[Nysveen, H., Pedersen, P. E., and Thorbjornsen, H. \(2005\)](#) states that purpose in using mobile services from forward ideology directly related to both of perceived usefulness and enjoyment. Here, perceived usefulness and enjoyment brings the intent to consumes involved in mobile marketing by sharing text and content to get information. Then, sharing text and content must be accepted by the consumers in directly also must be that the content is relevant and useful ([Roach, 2009](#)). [Sultan, F., Rohm, A. J., and Gao, T. \(2009\)](#) added that the acceptance of content who are high-involvement in digital channel was perceived as disturbing while the acceptance of content who are lo-involvement in digital channel was perceived positively.

Mobile marketing lets consumers to perceive a lot of information rather than doing the traditional ways and mobile marketing that use email channels open the door for consumer to access any copious information. Despite, [Haghirian, Madlberger, and Tanuskova \(2005\)](#) found out that in the context of mobile marketing, the value of perceived advertising is associated with entertainment and information relating to advertising content. Hence, [Grant and O'Donohoe \(2007\)](#) suggest the consumers are encouraged to engage with entertainment requirements in mobile marketing, simulation of social, escapism, and purchasing the information also advice. In other hand, studies find that mobile consumers acquire data appropriate to their privacy, which may be lowered by other variables ([Kavassalis et al., 2003](#)). The chance to access various and varied data compositions relies on experience, expectations, and mobile devices.

### **2.5.2 Personal Attachment**

In addition, personal attachment can be construct in various ways by consumers which is the extent seeking to personalize their mobile devices as extensions of the self, as example personalize unique content, wallpapers, and ringtones as a medium to conducts and present their devices. From that, there were numerous studies that conducts to measures the function of private attachments and the use of mobile devices in the connection between mobile and personal attachments ([Skong, 2002](#)). The most important goal in this study is to bring mobile devices as more than the communication tools but, it may also be used to represent users in personal characteristics through personal attachments. However, personal attachments to mobile marketing methods are still being studied empirically or in small numbers to examine both mobile customization relationships. [Peng & Spencer \(2006\)](#) also proven that one of the important constructs about the personal attachment is represent the self through personalized features.