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Factors affecting achmad yani university's student management departement acceptance of young consumers for mobile marketing

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ABSTRACT

All Indonesians have become cellular phone subscribers or have cell phone numbers, and many of them have more than one cell phone number. The majority of cellular telephone subscribers in Indonesia subscribe to prepaid services with a total of 345.95 million subscribers. Indonesian population in terms of hours spent using mobile devices, the average time spent by Indonesian mobile users has increased by 38% from 2020. Mobile users in Indonesia have downloaded 7.31 billion applications. That means, every 1 minute, more than 13 thousand applications are downloaded by mobile users in Indonesia. This phenomenon indicates that companies must consider the potential acceptance of mobile marketing to be used as a business strategy and researchers are interested in researching it. The purpose of this study is to describe the factors that influence the mobile marketing acceptance variable. The research method uses quantitative methods with descriptive analysis. The research sample is 151 respondents. The results of the study show that personal attachment has a significant positive effect on sharing content, sharing content has a significant positive effect on mobile marketing acceptance, risk acceptance has a significant positive effect on providing information.

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INTRODUCTION

The COVID-19 pandemic has changed the lifestyles of many people, including the habits of mobile users in Indonesia. mobile usage in Indonesia is higher. In fact, of the 10 countries, Indonesia and Brazil are the countries with the highest mobile usage time, which is 5.4 hours. With this, Indonesians' mobile usage time beats the average TV viewing time. As a comparison, in 2018, in a day, Indonesians spent an average of 4.33 hours watching TV. Meanwhile, in terms of hours spent using mobile devices, Indonesia is also ranked 5th. In 2021, Indonesia will spend 156 billion hours using mobile devices. However, China is still in first place, with a total of 1.12 billion hours spent. Interestingly, this figure is actually down from 2020, which was 1.16 billion hours. India sits in 2nd

place, with 699.9 billion hours spent and 3rd place is filled by the United States which spends 194.8 billion hours using mobile devices (Amalia, 2022).

Google Asia Pacific CMO Simon Kahn said that 67 percent of smartphone owners in Indonesia shop directly on their mobile phones, and there is also a direct influence from smartphones when they shop at stores (Ministry of Communication and Informatics, nd). Specifically, based on data from the Ministry of Communication and Informatics published by the Central Statistics Agency (BPS), the number of cellular telephone subscribers in Indonesia reached 355.62 million subscribers in 2020. This figure increased by 4.20% compared to 2019, even exceeding the total population of Indonesia in in 2020 as many as 270 million people. So it can be said that the entire population of Indonesia has become cellular phone subscribers or already has cell phone numbers, and many of them have more than one cell phone number. The majority of cellular telephone subscribers in Indonesia subscribe to prepaid services with a total of 345.95 million subscribers (97.28%), while the remaining 9.67 million (2.76%) are postpaid subscribers. If you look at the trend, the number of cellular phone subscribers in Indonesia continues to increase significantly from year to year. During the 2013-2017 period the number of cellular phone subscribers increased rapidly as shown in the graph. Even though it had decreased quite sharply in 2018, the number increased again from 2019 to 2020 (Ministry of Communication and Informatics, nd).

Certain consumer segments such as the youth market are increasingly using mobile phones as a single source communication device (Sultan et al., 2020; Gong and Li, 2008; Karbant, 2008; Sangwan and Pau, 2005) allowing greater access to social circles, content mobile-based, and information. Accordingly, brands are also starting to enter mobile platforms aggressively around the world, driven in part by the success of branded iPhone apps to reach specific consumer segments such as teens and young adults. Therefore, the degree to which consumers in global markets such as Indonesia will accept commercial cellular marketing efforts remains unclear. Mobile operators, advertisers and policy makers are confronted with the perception that mobile marketing communications are intrusive, and threaten personal privacy. However, despite the widespread evidence regarding the significant growth of the wireless market and its emerging role as a marketing communications medium, there is little empirical research on the factors influencing the acceptance of mobile marketing among consumers across global markets, especially in the Indonesian market (Peng and Spencer, 2006; Xu et al, 2018).

To address the lack of academic research on consumer acceptance of mobile marketing, one recent study (Sultan et al., 2020) developed a conceptual model that investigates the marketing-related and value-based influences of mobile activities including the use of mobile devices for information provision, sharing content, and access content about consumer acceptance of mobile marketing practices.

These factors are drawn from technology acceptance and use and gratification perspectives which emphasize the influence of use factors and motives on behavioral intentions. It also examines two additional antecedent factors, perceived risk acceptance and personal attachment, to better understand the role of risk acceptance and personal attachment to mobile phones (a construct somewhat unique to mobile devices) in indirectly influencing the acceptance of mobile marketing practices among the youth market. .

This model gets empirical support from data collected in developed markets (US, China), developing markets (Pakistan). In the current study, we adopted the model proposed by Sultan et al. (2020) to empirically test the acceptability of mobile marketing practices in the fast-growing and influential Indonesian market and compare the findings with their previous research. We tested our hypothesis by estimating the structural equation model of cellular acceptance. Compared to several existing studies examining consumer acceptance of mobile marketing across the globe, our study adopts a more general measure of mobile marketing acceptance than simply SMS (Xu et al, 2018; Zhang and Mao, 2008) or location-based advertising (Xu et al, 2018).

Furthermore, our conceptual model emphasizes the impact of consumers' prior engagement with mobile media through non-marketing mobile activities on their intention to accept media as a marketing platform. In the next section, the authors review the existing literature and present a conceptual model of mobile marketing acceptance. We then detail our research methodology and analyze the conceptual model. Finally, the authors discuss the study results, implications for theory and practice, limitations of the study, and directions for future research.

RESEARCH METHOD

This study is based on data from a written survey conducted on undergraduate students at a university in Cimahi. The choice of the student sample for this study was based on the characteristics of the widespread use of cellular devices for communication and data services among the youth market in Bandung Raya. In this study, the population was 1,700 Unjani students majoring in management in October 2022. The sample in this study was 200 consumer respondents. Overall, the survey consists of 17 questions designed to measure attitudes to and acceptance of mobile communications and marketing practices, as well as classification questions related to gender, age, and region.

RESULTS AND DISCUSSIONS

Results

The focus dependent variable in the researcher's conceptual model is the acceptance of mobile marketing (Mobile Marketing Acceptance) among young consumers. The independent variables are the five additional constructs related to cellular acceptability factors identified in Figure 1. To validate our measure of constructs, researchers conducted a series of confirmatory factor analyzes (CFA) using Amos 24 (Rigdon, E. E., Schumacker, R. E., & Wothke, 2017) to examine dimensionality, reliability, and convergent and discriminant validity of the measure (see Anderson and Gerbing, 1988). The researcher conducted CFA for individual constructs (ie one measurement model per construct) as well as all constructs in one overall measurement model. Table I shows the results of the overall measurement model containing factors for all constructs. The fit index collectively indicates the adequate fit of the measurement model to the data (Bonito, J. A., & Keyton, 2019). All path coefficients from latent factors to suitable indicators are high (range from 0.52 to 0.93 for standardized coefficients) and significant.

Table 1. Validity test with CFA test or construct validity test (indicator) Critical Ratio (CR)>1.96 with Probability (P)<0.05 sign*** is significant <0.001

X3	<- - -	RA	1,000			
X2	<- - -	RA	1,136	0,83	13,628	***
X1	<- - -	RA	1,165	0,86	13,624	***
X6	<- - -	PA	1,000			
X5	<- - -	PA	1,084	,170	6,392	***
X4	<- - -	PA	1,014	,159	6,378	***
Y1	<- - -	PI	1,000			
Y2	<- - -	PI	1,055	0,94	11,199	***
Y3	<- - -	PI	1,029	,100	10,323	***
Y8	<- - -	SC	1,000			
Y7	<- - -	SC	1,179	,124	9,488	***
Y6	<- - -	AC	1,000			
Y5	<- - -	AC	,514	,063	8,105	***
Y4	<- - -	AC	,550	,069	7,986	
Y9	<- - -	MMA	1,000			
Y10	<- - -	MMA	1,182	,119	9,906	***

Y11	<- - -	MMA	,969	,113	8,596	***

Source: Data Processing Results, 2022

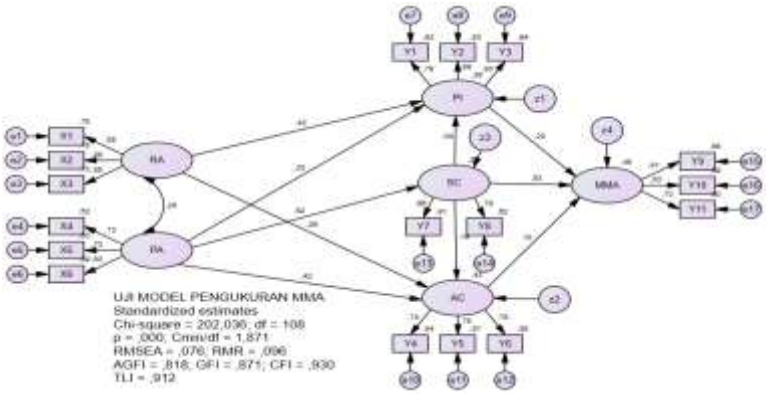

Figure 1. Validity test with convergent validity meets the criteria if "factor loading" or standardized loading estimater > 0.5

Source: Data Processing Results, 2022

The mean variance explained for all constructs is higher than the cut-off level of 0.50, satisfying this measure of convergent validity (Fornell and Larcker in Ab Hamid, Sami, & Sidek, 2017). Collectively, these indicators show sufficient convergent validity for our measure in both samples (Anderson and Gerbing in Kapuy, 2018). We assessed the discriminant validity of the factors by performing a series of two-factor CFA models for all possible factor pairs. In each model, the coefficient F is limited to one and then released and then a chi-square difference test is performed. Discriminant validity was obtained for all construct factors using this test (D. 3.84 for all pairwise comparisons).

Table 2. Reliability test with construct reability reability construct value between 0.60 to 0.70

RA	0,860	0,513194	0,486806	CR	6,656	8,115	0,820286
	0,876	0,533333	0,466667				
	0,844	0,495139	0,504861				
	2,580	1,542	1,458333				
PA	0,606	0,68	0,32	CR	4,410	5,612	0,785816
	0,776	0,602	0,398				
	0,718	0,516	0,484				
	2,100	1,798	1,202				
PI	0,783	0,613	0,387	CR	6,061	7,033	0,861803
	0,886	0,786	0,214				
	0,793	0,629	0,371				
	2,462	2,028	0,972				
SC	0,742	0,551	0,449	CR	2,904	3,428	0,847124
	0,962	0,925	0,075				
	1,704	1,476	0,524				
AC	0,771	0,594	0,406	CR	4,968	6,311	0,787212
	0,734	0,538	0,462				
	0,724	0,525	0,475				
	2,229	1,657	1,343				
MMA	0,831	0,691	0,309	CR	5,779	6,846	0,844147
	0,841	0,707	0,293				
	0,732	0,535	0,465				
	2,404	1,933	1,067				

Source: Data Processing Results, 2022

Table 3. Validity test with average variance extracted (AVE) test requirements if AVE > 0.5

RA	0,860	0,513194	0,486806	AVE	0,513889
	0,876	0,533333	0,466667		
	0,844	0,495139	0,504861		
	2,580	1,542	1,458333		
PA	0,606	0,68	0,32	AVE	0,599333
	0,776	0,602	0,398		
	0,718	0,516	0,484		
	2,100	1,798	1,202		
PI	0,783	0,613	0,387	AVE	0,676
	0,886	0,786	0,214		
	0,793	0,629	0,371		
	2,462	2,028	0,972		
SC	0,742	0,551	0,449	AVE	0,738
	0,962	0,925	0,075		
	1,704	1,476	0,524		
AC	0,771	0,594	0,406	AVE	0,552333
	0,734	0,538	0,462		
	0,724	0,525	0,475		
	2,229	1,657	1,343		
MMA	0,831	0,691	0,309	AVE	0,644333
	0,841	0,707	0,293		
	0,732	0,535	0,465		
	2,404	1,933	1,067		

Source: Data Processing Results, 2022

We tested the conceptual structural equation model using AMOS 24 (Joreskog and Sorbom in Barling, Loughlin, & Kelloway, 2002). Match index in both model tests show an adequate fit between the model concept and data (Hu and Bentler in Mutiara, T & Rifameutia, 2021). For example Root Mean Square Error of Approximation (RMSEA) (0.05) lower than the cut-off value of 0.06 for close fit (Hu and Bentler in Mutiara & Rifameutia, 2021). three out of ten hypotheses accepted significant support in each sample region, temporally the remaining hypotheses were rejected. result of this testing is shown in Table. The accepted hypotheses are H3a, H4 and H7. No support for H1, H2, H3b,H3c, H5 , H6 and H8.

Discussions

This study adds to the growing literature on young consumers across Bandung by examining their acceptance of mobile marketing (Okazaki, Li, & Hirose, 2009; Wang et al, 2009). The study reveals several implications for theory and practice related to the antecedents of mobile marketing acceptance among the youth consumer segment in Bandung, a large and emerging market. The theoretical implications of the findings from our research extend to the current marketing communications and mobile marketing literature in two areas. First, the findings reported here illustrate the role of two antecedent factors – including personal attachment and acceptance risk – related to mobile marketing acceptance practices in the Greater Bandung market. Second, the model we propose emphasizes the role of cellular activity-related and value-based marketing in mediating the relationship between these antecedent factors and cellular marketing acceptance. Antecedent factors related to acceptance of mobile marketing Research shows that risk acceptance and personal engagement influence mobile activities such as providing information and sharing content, which in turn leads to greater acceptance of mobile marketing practices. A greater level of risk acceptance significantly affects the likelihood of young consumers in Bandung to engage in cellular activities related to sharing content (H3a) and accepting risks for information providers (H4). Meanwhile, the greater personal level affects cellular activity related to access (H7), namely personal

involvement in sharing content. An instruction in a mobile context. Risk acceptance is operationalized as the respondent's willingness to engage in mobile marketing in return for something of value (discount coupons, reaffirming previous research (e.g. Barwise and Strong, 2002; Bauer et al., 2005; Interactive, 2007) which emphasizes delivering value in consumer acceptance against cell phone advertising.

This research also adds support to previous research (e.g. Interactive, 2007; Peng and Spencer, 2006) illustrating the role of personal attachment (through unique and personalized content and phone features) as an antecedent factor of indirectly influencing mobile marketing acceptance through mobile content sharing activities. This suggests that self-reflection as well as status-based accessories convey personal identity, similar to the role of other fashion items. In turn, personal attachments can affect mobile activity in the form of content sharing. This finding is important for future theory development because it further illustrates the role of social acceptance in mediating effects on mobile marketing acceptance. The access content (H2) is not a significant effect of acceptance. This suggests that consumers across the globe using mobile phones not to access content may serve as a major factor for future engagement in mobile marketing. Researchers argue that through globalism – social influence, and technology – the world is increasingly becoming a homocultural market (Jenkins, 2006; Khanh and Hau, 2007). Our results lend credence to this argument.

Thus, these findings suggest that young individuals see their mobile phone as a consumer group as an indicator of technology acceptance. the likelihood of respondents providing information (H4) and the extent to which markets are similar in terms of culture. Furthermore, we obtain similar results for H3a between young consumers across Bandung and China and Pakistan (see Sultan et al., 2020). A surprising finding is that the possibility of sharing content has a significant positive effect on mobile marketing acceptance (H3a) of results comparing consumer acceptance in the United States and Pakistan (see Sultan et al., 2020), where this effect is significant. This finding might be explained by the fact that young consumers in Bandung who are active in using cell phones as a means of interpersonal communication with friends may have a certain tendency to engage in their world which is influenced by commercial services. Meanwhile, the possibility of sharing content does not significantly affect the possibility of providing marketing-related information to companies (H3b) and the possibility of accessing content (H3c), thus giving an indirect negative effect on the acceptance of mobile marketing among young people in Bandung. Together, these findings highlight the need for companies to respect the privacy of their users and only provide services highly valued by them on an opt-in basis. Future findings might examine how cultural differences across countries, particularly between developing and developed markets, affect the use and acceptance of mobile marketing.

Managerial Implications

It is important for managers to recognize the various controls and barriers to, the acceptance of mobile marketing practices among consumers across global markets. The findings from this study suggest several implications for managers involved in the development of mobile marketing strategies and programs in emerging cellular markets such as Greater Bandung. These findings also suggest that managers will want to develop mobile strategies that stimulate viral mobile activities such as content sharing, which can then generate a propensity to engage in mobile marketing programs. Drivers of, and barriers to, acceptance of mobile marketing We found several factors that directly and indirectly influence the acceptance of mobile marketing, including the likelihood of providing information, the likelihood of accessing content, the likelihood of sharing content, the level of risk acceptance, and the degree of personal attachment to one's mobile phone. For managers, this shows that mobile programs targeting young consumers in Bandung Raya, such as video ads need to: . emphasizing meaningful incentives and value propositions to get consumers to provide

information; . provide engaging content that will stimulate viral activity; and . recognize trade-offs consumers may make in terms of: risk tolerance and offered benefits.

Willingness on behalf of consumers worldwide to engage with companies in mobile marketing programs is likely to be driven by economic incentives such as free text messaging services in exchange for permission to receive mobile advertising and promotions and fixed pricing plans, as well as personalized content offering value and that match the personal profile offered on an opt-in basis. The finding that young consumers who are highly engaged in content sharing may actually dislike commercial interference in the mobile space should alert marketers to the differences among young consumers in Indonesia and suggest the need to adapt their programs to smaller consumer segments based on content level. . share among friends. Meanwhile, success with these consumers is still possible if mobile marketing programs are shared among consumers by their peers, rather than coming directly from marketers.

However, these findings point to many constraints that managers should consider with regards to the growth of mobile marketing practices among young consumers. In markets like Indonesia, there are significant public policy considerations, driven by consumer concerns, which have led to active industry self-regulation of mobile marketing practices and privacy policies. In order to develop strategies for consumers to choose and participate in the commercial mobile space, managers need to understand the extent to which privacy concerns in different segments of Chinese consumers (beyond youth consumers) and the market can hinder this participation. Therefore, it is important for practitioners to consider the trade-off between providing customer value without apparently leveraging, or abusing, consumer risk acceptance in the context of mobile marketing. One of the approaches to permission-based engagement in the mobile space discussed earlier is personalization that is, targeting individuals with value-based content, features, and apps that match their needs. Another approach would again involve an incentive-based model where consumers agree to receive ads "pushed to them" in exchange for free access and mobile content. Managers need to emphasize a personalization and trust model or an incentive-based model to encourage greater participation in mobile marketing programs and promotions.

CONCLUSION

More and more people in emerging markets like Indonesia (as well as China and India) have access to voice and data mobile communications. While purchasing power may still be limited with respect to retail services or goods in these markets, there is an increasing desire on the part of consumers in these markets to engage and interact in the mobile space, particularly with respect to rapid emergence. 4G network and increasingly economical availability of cell phones. Brands entering or competing in both emerging and established markets may seek to emphasize mobile platforms for their advertising and promotion efforts to take advantage of favorable reception characteristics such as current mobile activity and increasing usage of mobile devices. In addition, the prominence of mobile–hedonic and utilitarian activities as influencing factors of mobile marketing acceptance in this study demonstrates the importance of providing acceptable and desirable value and content (e.g. entertaining content or informative content such as location-based search tools) to consumers in mobile settings.

The limitations of this study and future research are exploratory studies using a non-probability sample of the youth segment in Bandung. This choice of sampling strategy may limit the generalizability of our findings: while the sampling technique helps collect data from an important consumer segment within the mobile market (i.e. the youth market), the findings from this study are limited due to limited data. taken from a narrow sampling frame, especially college students. Future research within a broader sampling frame should further examine differences related to age and sex as well as socioeconomic and cultural factors. In addition, our correlation-based structural equation test of sequences among antecedents, mediators, and outcome variables may not be final, and other causal sequences not tested in this study may in fact be plausible and worthy of investigation in

future research. Despite these limitations, this is an early attempt at a cost-effective, yet integrative model that links the previous set of factors to the acceptance of mobile marketing practices in the Bandung-wide market.

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