



**A STUDY OF IMPACT ON CONSUMERS AND
INNOVATION BASED ACCEPTANCE DRIVERS ON
ATTITUDES TOWARDS MOBILE ADVERTISING AMONG
THE UNDERGRADUATES OF EASTERN UNIVERSITY,
SRILANKA**

RAGUNATHAN SASIKARAN

1700



FCV1700



Project Report
Library - EUSL

**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

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ABSTRACT

Since the development of communication technology, the mobile advertisement has played a major role in the day today life. Currently around 4.9 billion people in the world own 7.2 billion mobile subscriptions, consequently as a developing country Sri Lanka the number of mobile phone use is 22.1 million. Especially youth has used the mobile devices rapidly and active with mobile advertisements. More over University undergraduates very much spend time with the mobile phones and searching the advertisements and entertainment activities via mobile phone and WAP (wireless application protocol) facilities helps to involve the EUSL (Eastern university, Sri Lanka) undergraduates to more user friendly with mobile phones.

In this research the deductive approach has been implemented in order to answer the research questions. Quantitative data has been collected through a questionnaire. The statements used in the questionnaire are based on previous studies and theories. The data retrieved through the questionnaire has been analysed using SPSS.

The results of this study showed the EUSL undergraduates mainly consumer based acceptance drivers and innovation based acceptance drivers levels are highly determine on attitudes towards mobile advertising. Furthermore it was found that the more positive the attitude toward advertising in general is, and the more the consumer likes searching for product information, This this study has taken IBAD and CBAD as independent variables and Aact as dependent variable to examine the impact of IBAD and CBAD on Aact. Through the data analysis and discussions, the important contribution of the present study is 47% of variation in innovation based acceptance drivers is explained towards attitudes of mobile advertising, 29.6 % of variation in Consumer based acceptance drivers is explained by towards attitudes of mobile advertising. This statistical results shows that IBAD and CBAD are significantly and positively impact on attitudes toward mobile advertising among the undergraduates of the Eastern University, Sri Lanka.

Key words: Mobile Advertising, Undergraduates Eastern University, Sri Lanka

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