

**THE IMPACT OF MARKETING RELATED MOBILE  
ACTIVITIES ON MOBILE MARKETING ACCEPTANCE:  
SPECIAL REFERENCE TO UNDERGRADUATES OF EASTERN  
UNIVERSITY, SRI LANKA**

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## Abstract

The introduction of mobile marketing has brought significant changes to the business world. It increases the importance of ubiquitous access to personalized messages anytime and anywhere. The benefits of adopting mobile marketing are tremendous. Based on the comprehensive literature review, three dimensions were identified which could predict marketing acceptance in undergraduates of Eastern University, Sri Lanka. They are providing information, accessing content and sharing content. These dimensions are come under the marketing related mobile activities. The integrated framework serves as a stronger predictor in the understanding on the adoption of mobile marketing. This conceptual research framework is beneficial for marketers who targeted at young consumers in order to communicate effectively and efficiently. The aim of this study is to identify the impact of marketing related mobile activities on mobile marketing acceptance. The studies mainly analyze the objective of whether the marketing related mobile activities impact on mobile marketing acceptance. The study is mainly considered the primary data. The primary data were collected through closed structured questionnaire from 372 respondents from Eastern university, Sri Lanka, and used univariate, bivariate and simple linear regression analysis techniques in order to analyze data and find the results of study objectives. At the same time the results show that marketing related mobile activities have positive impact on mobile marketing acceptance. Furthermore, the dimensions of marketing related mobile activities such as providing information, accessing content, and sharing content are having high level of attribution in undergraduates of Eastern University, Sri Lanka to determine the mobile marketing acceptance. The findings of this study have various managerial implications for young customers in Sri Lanka. These findings also suggest that managers focus to develop mobile strategies that stimulate viral mobile activity such as sharing content, which then could lead to greater propensity to engage in mobile marketing programs.

**Keywords:** Mobile Marketing Acceptance, Marketing Related Mobile Activities, Providing Information, Accessing Content, Sharing Content

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