Antecedents to Permission Based Mobile Marketing:
an Initial Examination in Jakarta within Universities Students

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Abstract

Objectives - This paper’s aim is to develop a conceptual model to examine the influence of four antecedent factors (personal trust, institutional trust, perceived control and experience) on consumers’ willingness to participate in permission-based mobile marketing. The model is to be tested empirically among three Universities.

Method – The questionnaires were distributed by sending out links of the online questionnaire to respondents, mostly through broadcast message by blackberry messenger, Twitter, and Facebook. The respondents must be 18-25 years old as they are the most appropriate targets in this study that is University students in order to accomplish relevant result. Data gathered then analyzed using Cross tabulation, Reliability & Validity analysis, Linear Regression (Multiple Regression)

Results – There were 4 hypotheses, 3 were accepted and 1 was rejected. The findings bring out several important implications to mobile marketing practices, which the permission and the experience in mobile marketing are the most important role in the mobile marketing activities.
**Conclusion** – In order to understand permission based mobile marketing, there are 5 variables, which plays each important role in involving the permission. Personal trust has proven to have strong and important role as moderating variables in influencing the relationship among 5 variables. It indicates that, with high personal trust, it tends to control the likely of risky permission on mobile marketing.

**Keyword** – Trust, Perception, Marketing, Mobile communication systems, Mobile marketing, Consumer behavior.