

Understanding the Acceptance of Mobile Advertising Among Middle-Aged Individuals in Vietnam: A UTAUT2-Based Investigation on Social Media Platform

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Abstract:

With the proliferation of smartphones and the increasing prominence of social media platforms, understanding how middle-aged users engage with mobile advertising has significant implications for marketers and advertisers. This research, therefore, investigates the acceptance of mobile advertising among middle-aged individuals in Vietnam, a topic that is highly relevant in today's digital landscape. To explore this phenomenon, the study employs the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) framework, a well-established theoretical model recognized for its effectiveness in analyzing user behavior towards technology adoption. By utilizing this framework, the research aims to examine the various factors that influence the acceptance of mobile advertising among middle-aged users on social media platforms in Vietnam. Specifically, three key predictors are central to behavioral intentions: habit, effort expectancy, and facilitating conditions. A comparison was conducted between middle-age people and other groups to reveal critical differences. Corresponding implications for marketers are also proposed.