



**FACTOR THAT INFLUENCE ATTITUDE TOWARDS VIRAL MARKETING AMONG  
GENERATION Y**

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**BACHELOR OF BUSINESS ADMINISTRATION  
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BANDARAYA MELAKA**

**JANUARY 2019**

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**Submitted in Partial Fulfilment of the Requirement for the Bachelor of Business  
Administration with Honours (International Business)**

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UNIVERSITY TECHNOLOGY MARA  
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**LETTER OF DECLARATION**

I, Ezatul Hasanah Binti Jaidon, (I/C Number: 9506040-01-6716)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## LETTER OF SUBMISSION

January 2019

Head of Program,

Bachelor of Business Administration (Hons.) International Business,

Faculty of Business Management,

Universiti Teknologi Mara.

Dear Madam,

### SUBMISSION OF PROJECT PAPER

With the reference to the above matter, I am a student of BBA (Hons.) International Business would like to hand in my project paper title "Factor That Influence Attitude towards Viral Marketing Among Generation Y" in order to fulfil the requirement needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You.

Sincerely,

Ezatul Hasanah Binti Jaidon

2015149279

Bachelor of Business Administration (Hons.) International Business

## **ABSTRACT**

The rapid growth of internet and the use of e-commerce have made viral marketing an appealing marketing method for most firms and marketers in order to promote and advertise their products or services. However, before involving with viral marketing, firms and marketers need to learn and recognize whether the customers will react positively or negatively towards it. Thus, it is important for firms and marketers to understand the factor that influence customer's attitude towards viral marketing. In this research study, the purpose is to investigate and examine whether the factor of informativeness, entertainment, source credibility, and irritation will affect attitude towards viral marketing. This study was conducted to focus on the customer in Johor, Malaysia. In addition, it was mainly targeted to the people of Generation Y which is those who were born between the age of 1981 and 2000. Based on the results that have been retrieved in this study, it was found that the independent variable of source credibility has a significant relationship with the dependent variable of attitude towards viral marketing. While, the other independent variables which is informativeness, entertainment and irritation is found to have no significant effect on attitude towards viral marketing.