



**THE IMPLICATIONS OF SOCIAL MEDIA MARKETING TOWARDS ENHANCING  
BRAND LOYALTY**

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**MALACCA CITY CAMPUS**

**JULY 2016**

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TEKNOLOGI MARA**

**“DECLARATION OF ORIGINAL WORK”**

I, MUHAMMAD FAHEEM BIN ABDUL MAJID, (I/C NUMBER: 930316-01-5091 )

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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 degree.
- 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: \_\_\_\_\_

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

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

## **LETTER OF SUBMISSION**

The Head of Program  
Faculty of Business Administration  
University Technology of Mara  
110 Off Jalan Hang Tuah  
75300 Melaka

1st July 2016

Dear Madam,

### **RE: SUBMISSION OF THE FINAL THESIS REPORT**

With reference to the above matter, enclosed here is my research paper entitled “The implication of social media marketing towards enhancing brand loyalty”.

2. This research paper is a partial requirement for the fulfillment of Bachelor of Business Administration with Honours (Marketing). The objective of the study being conducted is to study the implications of social media marketing towards enhancing brand loyalty, to determine the most influencing factors that lead to customers to enhance their brand loyalty and to measure the level of awareness of customers in enhancing the brand loyalty through social media.

3. Hopefully, this report meets your requirement and expectation.

Thank you.

Yours Sincerely,

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# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

According to Che Wel (2011), brand loyalty is characterized as keeping connections to a particular item or administration furthermore incorporated some level of duty toward the nature of a brand that is a component of both inspirational states of mind and dull buys. Khraim (2011) expressed that clients may likewise be steadfast because of high changing boundaries identified with efficient and mental element which make it excessive or troublesome for the client to change. So that, they want to faithful on the specific brand. Other than that, Muhammad Ehsan Malik (2013) expressed that faithful clients simply make a buy certainly in view of their past encounters about the brand that they been utilized without assess the brand. At the end of the day, clients are faithful to the specific brand in light of the fulfilment with the brand and after that they need to proceed with the association with the brand.

Nowadays, because of the rise in per capita income of consumers in Malaysia has increase the purchasing power among customer and made people concern on hygiene and beauty. Now, people would like to be healthy and good looking because it can develop positive self-confidence. That's why people now more concern and taking care about their skin care by using some skin care product or cosmetic. Cosmetic now is one of the elements that bring attractiveness to the human. It becomes a trend for a most people especially young and adult to use cosmetic in their daily life. Because of that, many local entrepreneurs try to venture in a cosmetic industry.