

IABC

The 6th International
Accounting and Business
Conference

2019

THE 6TH INTERNATIONAL ACCOUNTING & BUSINESS CONFERENCE 2019

*Towards Greater Transparency, Accountability
& Sustainability in Financial Governance*

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Email: iabc@uitm.edu.my

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Email: iabc@uitm.edu.my

TABLE OF CONTENT

No.	Particulars	Page
1.	Foreword – Vice Chancellor, Universiti Teknologi MARA	2
2.	Foreward - Chairman, Indonesia Banking School	3
3.	Foreword – Rector, Universiti Teknologi MARA Cawangan Johor	4
4.	Foreword – Chairperson, International Accounting and Business Conference 2019	5
5.	Foreword – Chairperson, International Accounting and Business Conference 2019	6
6.	Itinerary – Programme Schedule	7
7.	Keynote Speaker	8
8.	Parallel Session Schedule	9
9.	Abstracts	23
10.	Organising committee	101
11.	Collaborators	103
12.	Acknowledgement	104
13.	Sponsor	105

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THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND EQUITY

Akmal Aini Othman¹, Siti Aishah Mohd Nor² and Normah Ismail³

¹Senior Lecturer, Univerisiti Teknologi MARA Johor
akmal123@uitm.edu.my

²Student, Universiti Teknologi MARA Johor

³Senior Lecturer, Universiti Teknologi MARA Johor
normah7851@uitm.edu.my

Abstract

There are new ways which have been made available for companies and brands to market their products and services with the existence of social media. However, there is insufficient evidence on how the social media marketing activities may influence brand equity, particularly brand awareness, especially in Malaysia. This study is carried out in order to investigate the influence of social media marketing activities on brand awareness. It has adapted framework from previous research by classifying social media marketing activities as entertainment, customization, trendiness, and perceived risk. The questionnaires were distributed online through Facebook to 110 respondents who follow Company A's social media page. The results indicate that all four independent variables significantly influence brand awareness.

Keywords: *Brand Equity, Brand Awareness, Social Media, Marketing Activities, Interaction, Trendiness*