

DECLARATION OF ORIGINAL WORK

**A STUDY ON FACTORS INFLUENCING SOCIAL MEDIA AMONG KENINGAU
VOCATIONAL COLLEGE'S STAFFS**

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
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"DECLARATION OF ORIGINAL WORK"

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Hereby, declare that:

**Submitted in Partial Fulfillment of the
Requirement For The
Bachelor of Business Administration (Hons) Marketing**

This project paper is the result of my independent work and investigation, except where otherwise stated.

All information and sources of my information have been properly acknowledged.

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ABSTRACT

Nowadays, social media has become an important and very popular tool for communication. Understanding factors that influence the adoption of use of social media services can assist marketers in selecting the social media to use and how to best structure their social media content. This research examined factors impacting the adoption of use of various social media services – Facebook, E-mail, Whatsapp/Wechat/Telegram – among Keningau Vocational College staffs in different level management; Top management, Middle management and Low management. The findings included the positive relationship between demographic profile, usefulness and safe.