



“THE INFLUENCE OF SOCIAL MEDIA USAGE AND NORMS ON ONLINE SHOPPING”

JAMIATUL ADAWIYAH BT ISMAIL

2011494446

IZDIHAR AFIQ BIN ZAINAL ABIDIN

2011687494

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JULY 2013



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“DECLARATION OF ORIGINAL WORK”

We, Jamiatul Adawiyah bt Ismail (I/C Number: _____) and Izdiyar Afiq bin Zainal Abidin (I/C Number: _____), here by, 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 our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of information have been specifically acknowledged.

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ACKNOWLEDGEMENT

In the Name of Allah, the Most Beneficent, the Most Merciful, Praise to Allah, the Lord of the universe for his bounties and bestowed upon us. Peace upon our Prophet Muhammad S.A.W who has given light to the mankind.

First and foremost, we would like to thank to our advisor of practical training project Associate Professor Dr Roaimah bt Omar and also our second examiner, Puan Azmawati bt Husain because of their valuable guidance and advice. They inspired us greatly to work in this project. Their willingness to motivate us contributed tremendously to our project. We would like to express our deepest gratitude for her excellent guidance, caring, patience, and providing us with an excellent atmosphere for doing research.

Besides that, we would like to thank to the respondents that give us the favourable respond and feedback during the time we are conducting our research study. Their respond has providing us with a valuable information and in a way to complete this project.

Finally, an honourable mention goes to our families and friends for their understandings and supports on us in completing this project. Without helps of the particular that mentioned above, we would face many difficulties while doing this.

ABSTRACT

The subject matter of this project paper is regarding on “The Influence of Social Media Usage and Norms on Online Shopping”. The rapidly technological advancement today reflects on how an organization is running its business activities. Since the way people think has been change by time, the marketers also need to be alert on this and find the effective way to market its product successfully by concern on the current needs of the consumers. The use of social media as a medium for the people to search for the information thus effect on their buying decision in one point is become a heat issues for this era. People tend to access on any medium that provide the ease to them.

The information gathering for this study will be based on the questionnaire that will be distribute among the respondents that located at Kuala Lumpur, Selangor, and Negeri Sembilan area. These area have been chosen due to the highest internet usage rate compare to the other states in Malaysia. In addition, the other sources of data also have been use as a referral to strengthen the issues on the research study. The objective of this study is to identify the influence of social media usage as well as social media norms on online shopping. This study also being conducted in order to measure the relationship among social media usage and social media norms on online shopping as well as to introduce the suitable recommendations for the problem that being study.

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