



**THE ACCEPTANCE OF SOCIAL MEDIA AS MARKETING TOOLS AMONG
FARMERS**

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JANUARY 2020

DECLARATION OF ORIGINAL WORK



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ACKNOWLEDGEMENT

“By the name of Allah S.W.T All Mighty Generous and Might Merciful.”

Assalamu’alaikum Warahmatullahi Wabarakaatuh

First and foremost, I would like to express my deepest gratitude to Allah S.W.T. for giving me opportunity, strength and ability in completing this project paper. This study could not be done perfectly without His help and guidance.

I would like to give my utmost appreciation to my first advisor, Mr. Juan Rizal Bin Haji Sa’ari for his invaluable guidance and knowledge shared, continuous encouragement, help and care towards me throughout my research study. Moreover, despite his busy schedule, I am beyond thankful for the consultation that he has invested time for me in order to ensure my research study is fully complete and properly done. I would also like to thank my second examiner, Dr Nur Melissa Binti Mohammad Faisal Wee for her time in helping and assisting me with my research study.

Moreover, I would like to thank my family, who has been support me in all kind of aspects throughout this journey. Last but not least, thanks to those who were involved directly or indirectly in supporting me throughout my journey. Thank you.

ABSTRACT

This study aimed to examine the factors of the acceptance of social media as marketing tools among farmers. The independent variables were social influence, trust and knowledge based on the acceptance of social media as marketing tools among farmers. A set of questionnaire was adopted from past research to collect the primary data from respondents. Sample random was used for this study. A total of 90 respondents had answered the questionnaires. The overall findings of the research indicate that based on the result, that all the three independent variables affects the acceptance of social media as marketing tools among farmers. As conclusion, we can see that social media as marketing tools is also useful for farmers to improve their business via current technology instead of traditional ways.

(Keywords: Social Media, Social Media Marketing, Farmers, UTAUT)

TABLE OF CONTENTS

Contents:	Page
TITLE PAGE	I
DECLARATION OF ORIGINAL WORK	II
LETTER OF TRANSMITTAL	III
ACKNOWLEDGEMENT	IV
TABLE OF CONTENTS	V
LIST OF TABLES	IX
ABSTRACT	X
CHAPTER 1 INTRODUCTION	
1.0 Introduction	1
1.1 Background Of Study	1-3
1.2 Problem Statement	3-5
1.3 Research Objectives	6
1.4 Research Questions	6
1.5 Significance Of Study	6-7
1.6 Definition Of Terms	7
1.6.1 Social Media	7
1.6.2 Social Media Marketing	7
1.6.3 Trust	8
1.7 Conclusion	8