



**“THE STUDY ON FACTORS THAT INFLUENCE AWARENESS
AMONG THE CUSTOMERS OF UTUSAN MALAYSIA DIGITAL
NEWSPAPER”**

NUR HABIBAH NAJWA BINTI ABIDIN

2011661412

WAN MUHAMMAD SYAHMI BIN WAN MOHD SABRI

2010750021

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA BANDARAYA MELAKA

JULY 2013

LETTER OF SUBMISSION

1st JULY 2013

Pn. Nor Azmawati binti Husain
Faculty of Business Management
UniversitiTeknologi MARA
Bandaraya Melaka
Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE STUDY ON FACTORS THAT INFLUENCE AWARENESS AMONG CUSTOMERS OF UTUSAN MALAYSIA DIGITAL NEWSPAPER”** to fulfill the requirement as needed by the Faculty of Business Management, UniversitiTeknologi MARA.

Thank you.

Yours sincerely,

.....
NUR HABIBAH NAJWA BINTI ABIDIN
2011661412

.....
WAN MUHAMMAD SYAHMI BIN WAN MOHD SABRI
2010750021



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, NUR HABIBAH NAJWA BINTI ABIDIN, (I/C Number: 900505-04-5516)

Hereby, declared that,

- This work has not previously been accepted in substances 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 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: _____

TABLE OF CONTENT

PAGE

Acknowledgement

i-ii

List of Tables

iii

List of Figures

iv

CHAPTERS

INTRODUCTION

Background of Study

1-3

Background of Company

4-10

Problem Statement

10-12

Research Questions

13

Research Objectives

13

Theoretical Framework

14

Significance of study

15

Scope of Study

15-16

Limitations

16

Definition of Term

17-19

LITERATURE REVIEW

Awareness of Digital Newspaper

20

21-22

Web Site's Usability & Hypothesis

23-24

Web Site's Reputation & Hypothesis

24-25

Trust in Web Sites & Hypothesis

25-26

Privacy on Web Sites & Hypothesis

26-27

Familiarity with Web Sites

28

ABSTRACT

In recent years, the development of the Internet has affected the way in which most business work. Newspaper publishing is one of the activities that have been more affected by the development of the Internet. In fact, the appearance of the new digital media has implied important changes in this sector. Some newspaper company grabs the opportunities by introducing digital newspaper. In an attempt to understand how consumers aware about the concepts of digital newspaper, this study seeks to explore the factors that influence awareness among the customer of Utusan Malaysia digital newspaper. In addition, this study also aims to find the relationship between dependent and independent variables. A study of 100 consumers of Utusan Malaysia digital newspaper shows that web site's usability, reputation, familiarity and privacy are all significant and have relationships with awareness among the customer of Utusan Malaysia digital newspaper.