



**CUSTOMER AWARENESS TOWARDS PASAR TANI BASED ON
FAMA BATU KURAU OFFICIAL FACEBOOK**

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DECEMBER 2018

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**Submitted in Partial Fulfillment
Of the Requirement for the
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UNIVERSITI TEKNOLOGI MARA
JOHOR**

DECEMBER 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH (HONOURS) MARKETING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA

"DECLARATION OF ORIGINAL WORK"

I, Siti Najwa Binti Yahya, (I/C Number: 951123-08-5440)

Hereby, 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 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: Najwa

Date: 26 December 2018

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ABSTRACT

Purpose of this study is to determine customer awareness towards Pasar Tani Based on Fama Batu Kurau Official Facebook. Today consumer choice is very important for the marketers. Study suggested that brand exposure are very important to customer awareness towards Pasar Tani based on FAMA Batu Kurau Official Facebook. There are few elements that can affect the customer awareness in terms of buying product, which are brand exposure, electronic word-of-mouth, and customer engagement. These elements are important to increase customer awareness. Reason for doing this research are too knows view of our respondents at Batu Kurau area and what can affect their awareness about FAMA' s product and brand. This survey was conducted to collect primary data which is researcher do a survey by questionnaire for people in Batu Kurau. 130 respondents are involved to answer the questionnaire. This study was using quantitative method in order to obtain the findings. The researcher use quota sampling in order to collect data. The results were analyzed using computer software Statistical Packages for Social Science (SPSS) version 20.0 to get the frequency, mean, and correlation coefficient. Overall, the result shows that all of the variables has positive relationship with the dependent variables , and all variables are significant for this study. Thus, this study is expected to help FAMA Batu Kurau to improve their Official Facebook as their platform to promotes about their their brand which is Pasar Tani.

Keywords : *Customer Awareness, Brand Exposure, Electronic Word-of-Mouth, Customer Engagement*