TO ASSESS THE INFLUENCER FOLLOWER AND INFLUENCER VIDEO POST VIEWER ON INSTAGRAM, TOWARD BRAND ENGAGEMENT: A CASE STUDY IN NUREN GROUP (motherhood.com.my)

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DECEMBER 2018

DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION

WITH (HONOURS) MARKETING

FACULTY OF BUSINESS MANAGEMENT
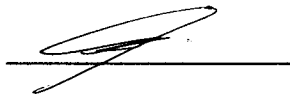
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"DECLARATION OF ORIGINAL WORK"

I, Siti Norshafida Binti Sharifudin, (I/C Number: 950320-14-5436)

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: _____   Date: 26th December 2018

LETTER OF TRANSMITTAL

26th December 2018

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JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "To Assess the Influencer Follower and Influencer Video Post Viewer on Instagram, Toward Brand Engagement: A Case Study in Nuren Group (motherhood.com.my)" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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Bachelor of Business Administration (Hons) Marketing

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to Almighty Allah S.W.T. for making it all possible. Alhamdulillah with his guidance and will, I was able to complete this study. Next, I would like to personally acknowledge the following people for their valued help and contributions to the preparation of this report:

Academic advisor, Dr. Akmal Aini Othman, for her never ending support, guidance, patience, and irreplaceable time spent guiding me towards the completion of this report. Thank you for the time spent to advise me in writing my report.

My warmest appreciation and thanks go most to Hana Nasir my supervisor, for co-operation and invaluable insights in relation to the relevant information gathered for this project paper.

My beloved family, friends and course mates, for their helpful suggestions, advices and moral support throughout the time of completing my industrial training and report paper.

Generally speaking, thank you to those who have helped me either directly or indirectly, throughout the completion of my industrial training and this report. It would not have been possible without them.

ABSTRACT

Nowadays, the community has been exposed to various technological developments where they have various sources of entertainment and information. With the rapid growth and use of internet connections, old advertising norms have also been moved. As a result, most current users will always monitor other users before making their purchase decisions. According to the time circulation, most marketers have used marketing influencers as one of their new marketing strategies. Motherhood.com.my is an e-commerce platform that has been selling several of baby products from several of their vendors'. As the company in the e-commerce industry, motherhood.com.my has also applied the influencer marketing strategy in order to promote their client brands. Hence, for every campaign the strategy used by the company is only will targeting the influencer that has a higher number of follower as they believe the higher number of follower can create a good engagement for the brand and the greater number of viewers. Thus, this research is to assess the Influencer follower and influencer video post viewer on Instagram, toward brand engagement in Nuren Group (motherhood.com.my). The research design in this study is using the descriptive design in order to describes the company data in numerical form of percentage in order to assess the in influencer follower and influencer video post viewer on the brand engagement. Hence, this study will help the companies in finding the right influencer that can help a company campaigns reach a maximum efficacy and authenticity in the future.