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**REPORT:**

**BENEFICIAL USAGE OF SOCIAL MARKETING FOR  
TOTAL CONCEPT MANAGEMENT (TCM)  
PRACTICES**

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## **ABSTRACT**

The study that was carried out by the researcher is to find out the beneficial usage of social marketing for TCM Company practices. A total of 100 questionnaires has been distributed to the respondents at Presint 8, Nusa Idaman, Nusajaya Johor. The respondents who were given the questionnaire are picked convenience method in order to get the data. It is a convenience kind of sampling which has been chosen by the researcher. The questionnaires are of the primary data regarding Antecedents of social media usage and performance benefits small- and medium-sized enterprises (SME)s. The independent variables obtain from past research that has been used for this research are interactivity, cost effectiveness and compatibility. The dependent variable which can be obviously seen is the performance benefits using social media for the company. The data collected is then analyzed by the researcher to get the final result that supports and answers the research objective. A few tests conducted in order to get the final result which can support the most suitable variable. There is a significant relationship between the technology and the new barcode system. For the other variable which is the organization, people and environment, null cannot be rejected. The researcher can conclude that the performance benefits of using social marketing is influenced by the cost effectiveness strategy of social marketing in the company.

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## **CHAPTER 1: INTRODUCTION**

### **1.0 BACKGROUND OF STUDY**

The purpose of this study is to identify the benefits of using social marketing for Total Concept Management Company. Advance technology helped most of the companies, clients and consumers to enhance more knowledge, information and updates in all aspects including the economies, products and services, etc. This study is to portray that by using social marketing, it is able to provide many advantages and give a good impact to the companies. Moreover, the company will gain benefits from implying Total Concept Management Company that uses social marketing. Therefore, these will help Total Concept Management Company to improve its business.

Social marketing has many methods which are payable and free for every business company which enables them to use internet technology for business acute networking, socialize and creating or giving information. Based on (Ostrom et al., 2015), they stated in their research that as the information technology advanced, the result dramatically increases in the revolutionary business. The implementation of technology can contribute to brand awareness and sustain a long-term relationship with the customer, increases networking among clients and partnerships, and to gain more beneficial information that inquires for products and services.

This company uses traditional marketing as in face-to-face, calling and messaging via email and WhatsApp as a chain of networking in their company. Nowadays, people use social media such as Facebook, Instagram and websites that helps them rapidly in emerging business in the markets or for the future itself. Based on (Guet al., 2008; Sheth, 2011), companies that uses social marketing will either emerge markets in the future or these activity practices of marketing are to be applied in the future will eventually influence the performance outcome of the company.