



**FACTORS INFLUENCING CUSTOMERS' INTERACTION THROUGH
SOCIAL MEDIA OF LOSRAVELDA**

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DECLARATION OF ORIGINAL WORK



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ACKNOWLEDGEMENT

In The Name Of Allah, The Most Gracious, The Most Merciful

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ABSTRACT

Social media is the intermediate to socialize. These new media win the expectation of customers by connecting with them at a deeper level. Social media marketing is the fresh tune for several marques as early last year. Sellers are noting a comprehensive assortment of social media chances and beginning to implement new societal advantages at a greater level than ever formerly. Social media marketing and the businesses that exploit it have become more refined.

Basically this study is conducted to identify the influences of customers interaction through the social media of Losra Velda, one of the famous boutique in Shah Alam, Selangor. This study hypothesized the relationships of brand engagement, communications and opportunity seeking with customers' interaction in demand to amplify the use of every social media that they have. This study engaged the use of association strategy to found the nature of the relationships. The validity and reliability of research instruments was established and data was collected from 100 respondents of membership holder of Losra Velda.