



BEHAVIOUR OF YOUTH TOWARDS SOCIAL MEDIA
MARKETING
(KOTA KINABALU AREAS)

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This study is to fulfill the requirement of the Marketing Research subject (MKT662) and to gain valuable experience in real life by doing all this kind of study and work before proceeding to the real working environment. This also serves as a final report paper for the completion of the student of Bachelor In Business Administration (Hons.) Marketing.

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ABSTRACT

Purpose – The purpose of this paper is to highlight the level of youth awareness and acceptance towards social media marketing. It's important to understand the youth's behaviour or attitudes towards the social media marketing to achieve satisfaction and successfulness.

Design/Methodology/Approach – The paper defines youth's satisfactory and emphasizing on some of the main points of the literature. The paper then focuses on identifying the youth's behaviour or attitudes towards the social media marketing as well as determining the factors that might influence the young generations. This paper also will try to find the best solution to create effective social media marketing. The data were collected cross-sectionally using self-administered questionnaire. The dimensions concerning the youth's attitudes, opinion, etc.

Findings – The findings will revealed the youth behaviour towards the social media marketing. it will also determine the factors contributing to their behaviour as well as finding the best solution to satisfy both party, company and customers.

Practical Implications – Based on the findings, the paper discusses the practical implications and focuses on proper guidelines and recommendation how to create the best social media advertisement that is essential for the company's to enhance their image and also reputation.

Originality/Value – it is necessary for businesses who want to use the social media marketing as one of their marketing tools, to understand what are the perceptions of their potential customers to satisfy their expectation.

Keywords: Customer behaviour, social media marketing, attitude, social networking system