



A STUDY ON PERSONAL SELLING AND SOCIAL  
MEDIA TOWARDS M7 PRO OIL USER

SUHAIMI BIN ABBAS  
2011369663

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

JUNE 2015



TABLE OF CONTENT	
Page	
ABSTRACT	i
ACKNOWLEDGEMENT	ii
CHAPTER 1: INTRODUCTION	
1.1 Background of Study	1
1.2 Problem Statement	3
1.3 Scope of Study	4
1.4 Research Questions	4
1.5 Research Objectives	4
1.6 Definition of Terms	5
1.7 Limitations of the Study	6
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	7
2.1.1 Personal Selling	9
2.1.2 Social Media	12
2.2 Theoretical Framework	16
2.3 Hypotheses	16



CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Introduction	17
3.2 Research Design	17
3.3 Sampling Frame	18
3.4 Sample Size	18
3.5 Sampling Technique	21
3.6 Data Collection	21
3.7 Instrument	22
3.8 Questionnaire Design	23
3.9 Data Analysis	
CHAPTER 4: RESEARCH ANALYSIS AND INTERPRETATION	
4.0 Introduction	25
4.1 Questionnaire Distributed, Returned and Completed	25
4.2 Reliability Analysis	26
4.3 Descriptive Statistic Analysis	27
4.4 Pearson Correlation Analysis	28
4.5 Data Analysis	29
4.6 Multiple linear Regression Analysis	33
4.7 Coefficients Analysis	34
CHAPTER 5: DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS	
5.1 Conclusion	35
5.3 Recommendations	36
BIBLIOGRAPHY	38
APPENDICES	40



## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF STUDY**

The primary to conduct this study about how M7 team of Sabah to bring M7 Pro Oil product reach to consumers or end users through Push and Pull strategies of marketing channel. M7 Pro Oil is one of the main products from Mutiara Motors Sdn. Bhd. located at Larkin, Johor Baharu, whereby the main business is selling luxuries car then decided to spread their wings in products lines business.

The M7 spread their wings to the Japan and USA namely M7Japan and M7USA. They forming a brand product namely M7 Drive which is M7 stands for car things such Oil engine (M7 Pro Oil), merchandises (Clothes, Keychain and so on) and, performance part (Exhaust, ECU and so on).

The M7 brand name spread like a mushrooms in some countries which focus on car modification lover in terms of highly performance machine. The brand name was known in Japan and America since M7 technologies came from it and some other countries such German and France knowing it.

The problem here is M7 brand were famous especially car lovers in Kota Kinabalu, but yet the product of M7 Pro Oil were not reach out by the prospect of the consumer



## 1.2 PROBLEM STATEMENT

Nowadays, a lubricant oil product spread like a mushrooms. The country of origin of the product plays the roles of the quality whereby consumers focus on when purchasing the product. M7 Pro Oil products can be easily obtains by Malaysia peninsular customers' since the headquarters and warehouse was located in main land.

The previous journal was said that the availability of the product by mass retail channel was aiding the growth (Avon Product, Inc., 2014), through this case, it proved that through mass retail channel able to contribute the growth of one product such as M7 Pro Oil, which will distributed to other region such as Kota Kinabalu states.

However, consumers in Kota Kinabalu facing problem to obtain M7 Pro Oil product, which consumers will need to confront with who and where to purchase the product. Therefore, this study is proposed to determine the relationships of push and pull strategies towards M7 Pro Oil user product would be used by M7 dealer in Kota Kinabalu.