



A STUDY OF THE USAGE OF USES AND GRATIFICATION AND ALSO
NARCISSISM IN SOCIAL MEDIA TO INFLUENCE STUDENT ENGAGEMENT

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BACHELOR IN BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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Submitted in Partial Fulfilment
Of the Requirement for the
Bachelor in Business Administration
(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT

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MELAKA

2018

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

'DECLARATION OF ORIGINAL WORK'

I am, Muhammad Azizi Bin Yusri (I/C Number: 940212-05-5469).

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 degree.
- 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.

DATE

SIGNATURE

LETTER OF SUBMISSION

July 2018

The Head of Program,

Bachelor of Business Administration (Hons) Marketing,

Faculty of Business Management, UITM Bandaraya Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled '**The usage of uses and gratification and also narcissism in social media to influence student engagement**' to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Your Sincerely,

MUHAMMAD AZIZI BIN YUSRI

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS MARKETING

ABSTRACT

This study focuses on the usage of uses and gratification and also narcissism in social media that can influence student engagement. Data were gathered from a non-probability sample of 127 respondents through online tools, Google Form. Factor analysis result shown that uses and gratification is supported by few elements such as past-time, affection, fashion and sociability while narcissism is supported by authority/superior, exhibitionism, exploitativeness and vanity. In particular, people who used social media has their own need and self-satisfaction. In contrast, both uses and gratification and narcissism have their own role to engage with the student involvement. There is issue regarding these variables as they argue the function of these platforms to these users since all of them has their same commons. Throughout this study, it stated that uses and gratification is strongly correlated with the student engagement compared to narcissism. This paper includes a discussion of the study throughout the result finding and also the conclusion and recommendation for future research.