



**THE FACTORS THAT INFLUENCES SOCIAL MEDIA MARKETING ON
CONSUMERS' BRAND LOYALTY**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN MARKETING
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UNIVERSITY OF TECHNOLOGY MARA CAMPUS BANDARAYA MELAKA**

JANUARY 2019

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**Submitted in Partial Fulfilment of the Requirement for the Bachelor of Business
Administration (Honours) in Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY OF TECHNOLOGY MARA CAMPUS BANDARAYA MELAKA**

JANUARY 2019

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN MARKETING
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“DECLARATION OF ORIGINAL WORK”**

I, FATIN ASFEA BINTI ZALUDIN, 940525106044

Hereby, declare that:

1. This work has not previously been accepted in substances for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degree.
2. This project-paper is the result of my independent work and investigation, except where otherwise stated.
3. All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date:

LETTER OF SUBMISSION

The Head of Program
Bachelor of Business Administration (Hons) in Marketing
Faculty of Business Management
Universiti Teknologi MARA
Melaka Kampus Bandaraya
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75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “The Factors of Social Media Marketing That Influence Consumers’ Brand Loyalty” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA. Thank you.

Yours sincerely,

FATIN ASFEA BINTI ZALUDIN

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ABSTRACT

In this 21st century, technologies and internet have been widely used to communicate, searching information, socialize and do business globally. It is because latest technologies has improved with creative mechanism and be a part of people's daily routines. Businesses are taking social media such as their platform to spread awareness and engage with customers to initiate a strong customer's brand loyalty. Although social media is now currently used to market the brand, not every brand are effectively use this platform to gain brand loyalty from consumers. Besides, some of them are still using the conventional ways of marketing their product brand. In short, this study was aims to investigate the factors of social media marketing such as electronic word of mouth, online advertisement and brand image that are influencing consumers' brand loyalty. Questionnaires as for the finding for this study will be distributed to targeted respondents using Google form and sent through social media. Respondents of the study will be selected using convenience sampling. After all the data were collected, Statistical Package for the Social Sciences (SPSS) will be used for data analysis. Overall, the results from data finding show there are all positive correlation between independent variables and dependent variable. These findings indicate that businesses that are using social media marketing platforms need to focus on enhancing the brand in social media to gain strong brand loyalty among consumers.

Keyword: Brand Loyalty, Brand Image, Social Media Marketing