



**FACTORS INFLUENCING UNDERGRADUATES TO PURCHASE THE VIRAL
MARKETING PRODUCTS**

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**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA, KAMPUS BANDARAYA MELAKA**

JANUARY 2019

**FACTORS THAT INFLUENCE SELECTED STUDENTS TO PURCHASE THE VIRAL
MARKETING PRODUCTS**

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

**FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA,
KAMPUS BANDARAYA MELAKA**

JANUARY 2019

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”**

I, Syafirah binti Suhaimi, (IC Number: 940608-04-5152)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or oversea, and is not being concurrently submitted for this degree or any other degrees.
- 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.

Signature:

Date: _____

Syafirah binti Suhaimi

LETTER OF SUBMISSION

Madam Nurul Azrin binti Ariffin
Lecturer of UITM Melaka, City Campus
Faculty of Business Management
Universiti Teknologi MARA
110, Off Jalan Hang Tuah
75300 Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled "Factors Influencing Selected Students to Purchase the Viral Marketing Products" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UITM)

Thank You,

Yours Sincerely,

Syafirah binti Suhaimi

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ABSTRACT

The purpose of this is to investigate the factors influencing selected students to purchase the viral marketing products. To add this study used four independent variables which are brand recommendation, market maven, peer socialization, and family socialization meanwhile the dependent variable which is purchase intention. To add, this study is focusing on selected students of UiTM Melaka, City Campus. There were 160 respondents as sample size based on questionnaires returned and also used 7 point Likert Scale as instrument. Besides, this study used Descriptive Analysis, Reliability Analysis, Correlation Analysis, and Multiple Regression Analysis and data analysis was conducted using Statistic Packages for Social Science (SPSS) software version 25. Based on the results, all independent variables have significant relationship towards dependent variable.

Keywords: *Viral Marketing Products, Brand Recommendation,
Market Maven, Peer Socialization, Family Socialization.*