

UNIVERSITI TEKNOLOGI MARA

**INFLUENCE OF SOCIAL MEDIA,
PRINT ADVERTISEMENT AND
EVENT PARTICIPATION ON
PRODUCT AWARENESS OF
HAUSBOOM SPARKLING JUICE**

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requirements for the degree of
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AUTHORS' DECLARATION

We declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledge as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

We, hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Product awareness is important in establishing the existence of one's product as consumers will associate the brand with the particular product that they aim to own. This study is focused on social media, print advertisements and event participation as the promotional strategies towards increasing the product awareness of Hausboom sparkling juice amongst the public. The area of Klang Valley is selected as the product mainly focuses its sale within the said area. The awareness of Hausboom sparkling juice product within the Klang Valley area is less than expected. As such, in order to increase Hausboom product awareness amongst the public residing in Klang Valley area, this research had been carried out. The objectives of this research is to determine the relationship between the different modes of promotion towards awareness of Hausboom sparkling juice product. The study uses primary data by conducting interviews and survey using self-administered questionnaire approach. The samples used in this study are 210 respondents who are the public residing in Klang Valley area. From the findings, it was found that there are a significant relationship between social media and print advertisement towards the increase of Hausboom sparkling juice product awareness. Finally, several marketing strategies were recommended for The Boom Beverage Sdn Bhd in order to expand its growth and increase awareness of Hausboom sparkling juice product in the future.

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