



**THE IMPACT OF CUSTOMERS INTERACTION ON SOCIAL MEDIA TOWARDS BRAND
AWARENESS AMONG STUDENTS UITM CAWANGAN MELAKA KAMPUS ALOR GAJAH**

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS

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KAMPUS BANDARAYA MELAKA

JANUARY 2020

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (INTERNATIONAL BUSINESS) FACULTY
OF BUSINESS MANAGEMENT UNIVERSITI
TEKNOLOGI MARA “DECLARATION OF ORIGINAL
WORK”**

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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 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: 27TH DECEMBER 2019

Nurul Afifah Aniqah Binti Johari

LETTER OF SUBMISSION

The Head of Program
Bachelor of Business Administration with Honours (International Business)
Faculty of Business Management
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110, Off Jalan Hang Tuah
75300 Melaka.

Dear Encik Mohd Isham Bin Abidin,

SUBMISSION OF RESEARCH PAPER (IBM 672)

Enclosed here is the project paper entitled “THE IMPACT OF CUSTOMERS INTERACTION ON SOCIAL MEDIA TOWARDS BRAND AWARENESS AMONG STUDENTS UiTM CAWANGAN MELAKA KAMPUS ALOR GAJAH” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM) Kampus Bandaraya Melaka.

Thank you.

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ABSTRACT

This study examines on Customers Interaction and Brand Awareness. The results were collected from 346 respondents through a questionnaires. A survey consist of 27 questions that use a Likert Scale questions to establish measurable values from the respondents. The data analysis intends to determine whether there are significant impact between the independent variables (Purchase Intention, Word of Mouth, Customer Attitude and Brand Page Commitment) with the dependent variable (Brand Awareness). This study found that there were only three from the independent variables (Word of Mouth, Customer Attitude and Brand Page Commitment) has significant effect where by only one independent variable (Purchase Intention) has insignificant effect with the dependent variable (Brand Awareness). The data has been analyzed by using SPSS software.