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**EXPLORING THE MOST INFLUENTIAL DIMENSION OF DIGITAL
MARKETING TOWARDS CUSTOMER RELATIONSHIP OF ICON
SMART HOME COMPANY**

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DECEMBER 2018

Analysis ★



DECLARATION OF ORIGINAL WORK



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- ✓ 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: 20.12.2018

LETTER OF TRANSMITTAL

26 DECEMBER 2018

Mardziyana Mohamad Malom
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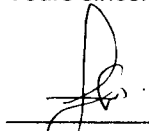
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Exploring The Most Influential Dimension of Digital Marketing Towards Customer of ICON Smart Home Company" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



Nur Faziera binti Zaidi

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ABSTRACT

The objectives of this study is to determine the most influential dimension of digital marketing towards customer relationship of ICON Smart Home Company besides to identify the level of interactivity between customers and Icon Smart Home Company through digital marketing. There are two issues occur in this company which is limitation in term of communication with customers and digital marketing of this company didn't utilize well. The research design for this study will employ quantitative method by using survey questionnaires that have been developed based on a through and detailed analysis of the relevant literature. Statistical analyses were based on the data information gathered, through questionnaire survey from 50 respondents which is also the company existing customers. In order to meet the objectives, descriptive analysis and regression analysis has been carried out. The findings of this study found that brand communication is the most influential dimension of digital marketing towards customer relationship. It is also found the digital marketing has a potential to provide customers with self-service option as the research reveal that there is a high level of interactivity between customers and ICON Smart Home Company.



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