



**UNIVERSITI TEKNOLOGI MARA
CAWANGAN JOHOR
KAMPUS SEGAMAT**

**FACTORS THAT INFLUENCE THE EFFECTIVENESS LEVEL OF
SOCIAL MEDIA USAGE AMONG SALESPEOPLE IN
ENIGMA CONSULTING GROUP**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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'DECLARATION OF ORIGINAL WORK'

I, Nur Farhah Binti Ahmad Kaswan, (I/C Number: 960802115204)

Hereby, declare that:

- ✓ This work has not previously been accepted in substance for any degree, locally or overseas and is not been concurrently submitted for this degree or 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: 28/6/2018

LETTER OF TRANSMITTAL

June 2018,

Mardziyana Mohamad Malom,
Ketua Pusat Pengajian (Ijazah),
Fakulti Pengurusan Perniagaan,
Universiti Teknologi MARA,
85009 Segamat,
JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PROJECT PAPER,

Attached is the research report title "Factors That Influence Social Media Usage Among Salespeople in Enigma Consulting Group" to fulfil requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,



Nur Farhah Binti Ahmad Kaswan,

2015666376,

Bachelor of Business Administration (Hons) Marketing.

TABLE OF CONTENT

DECLARATION OF ORIGINAL WORK	i
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENT	iv
LIST OF TABLES AND FIGURES	v
ABSTRACT	vi
CHAPTER 1: INTRODUCTION	
1.1. Background of Study	1
1.2. Problem Statement	4
1.3. Research Objectives	4
1.4. Research Questions	5
1.5. Significant of Study	5
1.6. Scope of Limitation	5
1.7. Terms and Definition of the Study	6
1.7.1. Social Media Norms	
1.7.2. Customer-oriented Selling	
1.7.3. Information Disclosure	
1.7.4. Social Media Effectiveness	
CHAPTER 2: LITERATURE REVIEW	
2.1. Introduction	7
2.2. Literature Review Table	7
2.3. Framework Model	18
2.4. Hypotheses	21

ABSTRACT

This paper review on the factors that influencing the social media usage among salespeople in their daily sales activities. As we know, every single person who owns a smartphone or any sort of gadget will surely have at least one social media accounts. Thus, this paper intended to find out the main factors that influence the salespeople to use social media in their daily sales activities. The methodology that were used in this research paper is through questionnaire and were distributed to the salespeople in Enigma Consulting Group. Thus, the population in Enigma is quite small as the research only involve internally. The finding of the study shows only social media norms have a significant relationship with the social media usage among the salesperson. While the other two variables, which is customer-oriented selling and information disclosure did not significantly relate to the social media effectiveness.

Keyword: social media, social media norms, customer-oriented, information disclosure, social media effectiveness, online transaction.