



**A STUDY ON THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES ON
BRAND AWARENESS OF IPAY88 (M) SDN BHD**

SITI AISHAH BINTI MOHD NOR

2015283728

**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGY MARA
JOHOR**

JUNE 2018



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

JOHOR

‘DECLARATION OF ORIGINAL WORK’

I, Siti Aishah Binti Mohd Nor (NRIC: 960418145230)

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: *Siti Aishah*

Date: 28/6/2018

LETTER OF TRANSMITTAL

28 JUNE 2018

Mardziyana Mohamad Malom

Ketua Pusat Pengajian (Ijazah),

Fakulti Pengurusan Perniagaan,

Universiti Teknologi MARA,

85000 Segamat,

JOHOR.

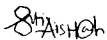
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title ‘**THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS OF IPAY88 (M) SDN BHD**’ to fulfil requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



.....
SITI AISHAH BINTI MOHD NOR

2015283728

BBA (Hons) Marketing

Table of Contents

TITLE PAGE	i
DECLARATION OF ORIGINAL WORK.....	ii
LETTER OF TRANSMITTAL.....	iii
ACKNOWLEDGEMENT.....	iv
LIST OF FIGURES.....	viii
LIST OF TABLES	viii
ABSTRACT	ix
CHAPTER 1: INTRODUCTION	1
1.0 Introduction.....	1
1.1 Background of study	1
1.2 Background of company	2
1.2.1 Vision	3
1.2.2 Services	3
1.2.3 Awards	4
1.3 Problem Statement	6
1.4 Research Question.....	8
1.5 Research Objective.....	8
1.5.1 Main objectives:	8
1.5.2 Specific objectives:.....	8
1.6 Scope of study	9
1.7 Significance of study	10
1.7.1 Contribution to the organization.....	10
1.7.2 Contribution to the community in Malaysia.....	10
1.7.3 Contribution to the researcher	10
1.8 Limitation of study	11
1.8.1 Limitation in obtaining the sample.....	11
1.8.2 Limitation in secondary data	11
1.9 Definition of terms	12
1.9.1 Social Media Marketing (SMM) Activities.....	12
1.9.2 Brand awareness.....	13

ABSTRACT

The new ways for companies and brands to market their products and services have been available with the existence of social media. There is insufficient evidence on how the social media marketing activities influence brand awareness, especially in Malaysia. Therefore, this research wants to investigate the social media marketing activities that influence brand awareness. This study adapted the framework that has been developed by previous researchers by classifying social media marketing activities as entertainment, customization, trendiness and perceived risk. The researcher discards one of the independent variable which is interaction that was initially part of the social media marketing activities in the framework as a multicollinearity problem demand that correction be made to get a more reliable result. The questionnaires are distributed online through WhatsApp, Facebook and Twitter to 110 respondents who follow iPay88's social media page. The result of this study is analyzed by using Statistical Package for Social Sciences (SPSS). By having an understanding on the influence of social media marketing activities on brand awareness, iPay88 would be able to create a new marketing strategy and focus more on the activities that could help them to make people aware of the brand.

Keyword: social media marketing activities, brand awareness, iPay88