

Universiti Teknologi MARA

**Reminder for Social Commerce
Impulsive Buying Behavior on
Facebook: A Case Study among
UiTM Jasin's Students**

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**Thesis submitted in fulfilment of the requirements
or Bachelor of Information Technology (Hons.)
Information Systems Engineering Faculty of
Computer and Mathematical Sciences**

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SUPERVISOR APPROVAL

REMINDER FOR SOCIAL COMMERCE IMPULSIVE BUYING BEHAVIOR ON FACEBOOK: A CASE STUDY AMONG UITM JASIN'S STUDENTS

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STUDENT'S DECLARATION

I certify that this report and the research to which it refers is the product of my own work and that any idea or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline.

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ABSTRACT

Social media is subset of social commerce and Facebook is the most popular social media platform that being commonly used by people. Basically, it is a site that used on the internet today. There is much seller use a social media as a platform to do a business and sell their products and services. Since, social media become trend and known by people it occur some issues related to impulsive buying behavior. Therefore, there is a lack of research being done by other researchers about how to reduce impulsive buying behavior. This research offer literature review that to explain from the existing reminder applications, impulsive buying, in social media until prototype that will be used. A new model includes factors that lead to impulsive buying behavior had been constructed as references to design reminder prototype. The model had been applied and paper prototyping had been done based on it.

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