

UNIVERSITI TEKNOLOGI MARA

**ADOPTION OF SOCIAL NETWORKING
MEDIA (SNM) AS MARKETING TOOL BY
MARKET TRADERS: AN APPLICATION OF
TECHNOLOGY ACCEPTANCE MODEL**

KARMIDAWATI KARTIMIN

Report submitted in partial fulfillment of the requirements for the
degree of


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DECLARATION

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

Name of student	Karmidawati binti Kartimin
Student's ID No.	2010698432
Program	Master of Science (Information Technology) - CS770
Faculty	Faculty of Computer and Mathematical Sciences
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Signature of Candidate 
Date	24 Jun 2013

ABSTRACT

In the world of marketing, new business model are frequently introduced and a new trends have started to emerge. One such latest trend is Social Media Marketing (SMM) which mean using Social Networking Media (SNM) as medium for marketing. This trend likely gives the opportunities to market traders to choose effective way to do marketing by using social media such as Facebook, Twitter, Blog and etc. The purpose of this study is to identify factors affecting the adoption and use of SNM as marketing tool among market traders. An extended technology acceptance model (TAM) was used to analyze the factors influencing the adoption and use of SNM as marketing tool. A hypothesized model was developed base on TAM model. The study applies a quantitative methodological approach by using a survey method. The data are collected from a sample 141 of market traders. A total of 141 questionnaires were distributed among the market traders and within two days, about 105 completed questionnaires were returned. In order to test the proposed model, descriptive analysis, reliability, validity and discriminant validity of dimensions was employed to estimate following seven constructs: external variable (age and experience), Perceived Usefulness, Perceive Ease of Use, attitude, intention to use and actual use of SNM as marketing tool. The result was supported six factors which had significant correlation influence market trader's decision about how and when they will use SNM as marketing tool. Although the research was conducted successfully, some limitations were encountered. The findings cannot be generalized to the wider market trader's population due to small population of market traders compare to other market traders in Malaysia. This research has implication for market traders, policy marker and the council as comprehensive of technology adoption to improve of marketing.

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