



THE PREDICTORS OF SOCIAL MEDIA BRAND ENGAGEMENT: BASMATHI RICE INDUSTRY PERSPECTIVE

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DECLARATION OF WORK

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Hereby declared that:

This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for these degree or any other degrees.

This project-paper is the result of my independent work and investigation, except where otherwise stated.

All verbalism extracts have been distinguish by quotation marks and sources of my information have been specifically acknowledged.

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ABSTRACT

Despite the changes in the technologies require the firm to reconstruct their marketing strategies in the digital domain. Currently, there are significant portion of the associated research is focused more on the customer engagement through the social media. The main purpose of this study is to aims the contribution of the social media research by proposing a testing model which is Social Media Brand Involvement and Social Media Brand Communication as a relevant outcome of the Social Media Brand Engagement. Based on the research, there are several problems that faced by the MYA Construction Sdn. Bhd company which is small market share in the industry, trusted brand is low and the profit of the company is not achieved. The instrument that had been used by the researches is using the questionnaire to collect the data. The finding shows that the influence of Social Media Brand Involvement of Social Media Brand Engagement is higher rather than the influence of Social Media Brand Communication. The objective of this study has been accomplished since the researcher were capable to determine the factors that influence the dependent variable. The company can improve their social media brand involvement by using hashtag, posting and InstaVideo. Thus, the results could help the company to manage their social media tools to design the marketing strategies in the context of social media.

Keywords: Social Media, Brand Engagement, Brand Involvement

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