



**IMPACT OF SOCIAL MEDIA ON MALAYSIA SMALL MEDIUM  
ENTERPRISES (SME'S) BRAND AWARENESS TOWARDS  
UITM DEGREE STUDENTS.**

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## **ABSTRACT**

Problem: Due to the rapid growth of the internet and its usage as a channel for shopping, surveying, promoting and many more, customers are able to browse their preference product or service from any place at my time with only a few clicks of their fingers. Besides that, people are doing business online and trade has become easier and faster due to social media. The internet offers new ways to promote business all around the world to everyone that has access to it. However, Malaysia is a developing country due to its technology changing has rapid increase from years to years. It can show that how the company in Malaysia needs to compete with each other in order to increase their brand image in order to compete with the big companies.

Purpose: This study is aiming to identify impact of social media on small medium enterprises (SME's) brand awareness towards UITM degree students and the relationship between every factor with brand awareness.

Research question:

1. Does customers engagement has a strong relationship with brand awareness of UITM degree student
2. Does brand exposure has a strong relationship with brand awareness of UITM degree student
3. Does Electronic-Word-of-Mouth has a strong relationship with brand awareness of UITM degree student

Method: quantitative method was adopted in this study. A questionnaire-based survey is used as a tool to collect the data by questioning specific variables. Both primary and secondary types of data collection were used for this research.



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