



**THE IMPORTANCE OF FACEBOOK AS A MARKETING TOOL:
CASE STUDY AT AZAD FOOD INDUSTRIES SDN. BHD.**

MUHAMMAD ASHRAF BIN SUHIMI

2014252928

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

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

JOHOR

JANUARY 2017

ACKNOWLEDGEMENT

Firstly, thankful to Allah SWT because give me stronger, idea, time, chance to finished this research. I am cannot finished this research without Allah permission.

Next, my advisor, Puan Jaslin Bte Md Dahlan, the best advisor, lecturer, that never forget to help me, ask me and frequently follow up their advisee. She also is responsible and caring advisor because can spent their holiday to meet I and friend to make discussion about this research.

Don't forget also my beloved parents, _____ and _____ that usually give me motivation to continue and make this research until finished. Sometimes, I am feel tired and want to be give up, my parents are the person who never disappointed me because always give fully support.

Thank you to seniors, all my classmate, adviseemate, Mohd Azmi Bin Idris and Nurhana Bte Jamil that usually answer my question if I'm not understand at certain things and give the idea. They also always give me support to me finished this research and finished our study together.

Thanks to all people who help me direct and indirectly to complete this research.

TABLE OF CONTENT

1.0 CHAPTER 1	PAGE
1.1 Background of The Study	1
1.2 Background of Company	2
1.3 Problem Statement	3
1.4 Research objective	5
1.5 Research Question	5
1.6 Scope of study	5
1.7 Significant of study	6
1.8 Limitation of study	6
2.0 CHAPTER 2	
2.1 Introduction	7
2.2 Social Network as a Marketing Tool	7
2.3 Importance of Social Network	8
2.4 Facebook	11
2.5 Effective Use of Facebook as a Marketing Tool	14
3.0 CHAPTER 3	
3.1 Introduction	16
3.2 Sources of Information	16
3.3 Data Collection Method	18
3.4 Data Procedure for Each Objective	19
4.0 CHAPTER 4	
4.1 Introduction	20
4.1.1 Research Objective 1	20
4.1.2 Research Objective 2	21
4.1.3 Research Objective 3	36

ABSTRACT

There are certain SME in Malaysia not implement Facebook as a one of Marketing tool in their marketing planning. This is because by using Facebook as a marketing tool give a benefit like save cost, save time, spread information and make promotion. Majority of them still implement old method and focus on direct selling or push strategy. Researcher conduct this study to know the importance of Facebook as a marketing tool besides make the comparison with others page of competitors. The way that researcher collect the data is based on past journal and observation toward 3pages Facebook, Maggi, Jalen and Kimball. By using content analysis method, researcher make the observation for a one month, from 1st October 2016 until 31st October 2016. make the analysis toward the feature of Facebook such as Like, Comment and Share. Researcher also make the analysis toward the content of Facebook such as photos/advertisement, online interactive, sweepstakes, video, contests, festivals/events, downloads/uploads, games/word play. There are 36 status that researcher must make evaluation. From the status researcher can conclude that, Maggi using the photos and video element same goes with Jalen compare with Kimball more on interactive communication like simple games. From the comparison above, the element that have a big percentage from all the status of Maggie, Jalen and Kimball is photo/advertisement 30%, the status that have online interactivity 21%, element upload and download element 16%, such as go to web address for the company and video element at 14% and the first step that Azad must do is increase their number of page like.

Keyword: (max 5 words)

Facebook, marketing tool, content, feature.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The continued growth of social network sites has attracted the interest of companies who see the potential to disseminate product-related information and marketing messages to customers. Companies can establish Facebook brand pages, which provide individuals, businesses and organizations with information that has a specific purpose, audience and topic to market, promote and inform about products and services (Cvijikj and Michahelles, 2011; Goorha and Ungar, 2010). For examples, Coca-Cola has over 36 million fans and actively promotes its activities on its Facebook brand page (AraujoandNeijens,2012).

Pages at Facebook allow enterprises to interact with community members and enhance their brand visibility and make people or consumer be loyal to the company. More than 1.5 million organizations have Facebook brand pages, and 20 million people “like” Facebook brand pages every day (Jeanjean, 2012). Consumers using Facebook to engage with the companies that they purchase from, rather than using Facebook and social media to research products and services. Social media such as Facebook offer brand managers wide opportunity for brand advocacy and also embracing Facebook as a marketing channel to engage with consumers.

This new form of engagement in social media opens up many new opportunities for brands to extract value from existing and potential consumers. They can now receive feedback and suggestions more easily from their consumers through these social networking sites, allowing them to respond to their consumers, enhance their offerings, handle problems and provide better service. While this new form of engagement includes a wide range of activities, specific behaviors such as liking and commenting on brands' social media pages have become so popular among consumers that they are now used as measures of consumer engagement in social media (Gummerus et al., 2012; van Doorn et al., 2010).