



**THE IMPACT OF VIRAL MARKETING IN PROMOTING
JELITASARA PRODUCTS: A CASE STUDY OF
JELITASARA**

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JULY 2017

ACKNOWLEDGEMENT

First and foremost I would like to express my deepest gratitude to Almighty Allah S.W.T for making it all possible. Alhamdulillah with His guidance and will, I was able to complete this study. Next, I would like to personally acknowledge the following people for their valued help and contribution to the preparation of this report.

First I would like to thanks to my academic advisor, Madam Hairiani bt Abdul Hamid for her that never ending support, guidance, patience and encouragement into this study. She also spend her time to guiding me towards the completion of this report. She also give a good communication and collaboration to finish this assignment. Thank you for giving me the best guide and idea in order to complete this report.

Secondly I would like to thanks to Mrs Yusmaliana, my supervisor for cooperation and invaluable insights in relation to the information gathered for this project paper. Not only that,a million thanks to all staff at JelitaSara for sharing their knowledge and experiences with me during the practical training.

My parents also help me to give a moral supportive that I need when I do this assignment, without them I'm sure that I will not finished yet my assignment. They had force me to finish my assignment as soon as possible. For the last, thank you to everyone that help me to finish my assignment on time that given.

Generally speaking, thank you to those who have helped me either directly or indirectly, throughout the completion of my industrial training and this report. It would not have been possible without them.

TABLE OF CONTENT

Declaration of Original Work	iii
Letter of Transmittal	iv
Acknowledgment	v
List of Table	vii
List of Figure	vii
Abstract	viii
Chapter 1: Introduction	
1.1 Background of the study	1
1.2 Organization Background	2
1.3 Vision	4
1.4 Mission	4
1.5 Organization Chart	5
1.6 Problem Statement	6
1.7 Research Objective	10
1.8 Research Question	10
1.9 Significant Of Study	11
1.10 Limitation Of Study	12
1.11 Scope Of Study	13
1.12 SWOT Analysis	14
Chapter 2: Literature Review	
2.1 Introduction	16
2.2 Viral Marketing	16
2.3 Social Media	20
2.3.1 Facebook	21
2.3.2 You Tube	22
2.3.3 Instagram	22
2.3.4 Website	23
2.4 Promotion	25
Chapter 3: Research Methodology	
3.1 Introduction	27
3.2 Research Design	27
3.3 Data Collection	27
3.3.1 Primary Data	28
3.3.2 Secondary Data	28
3.4 Procedure Of Each Objective	30
Chapter 4: Findings and Gap Analysis	
4.1 Introduction	31
4.2 Findings	32

ABSTRACT

Viral marketing is inexpensive method which has a great impact on consumer and company. Viral marketing as an strategy that motivate an individuals to pass the marketing message to others, thus can creating the potential increasing growth in showing and influence of the message.

Viral marketing is a part of promotion used to spread the information across the customers by using Internet but also include mobile phones, display advertising, and others. Nowadays there are many company that using this online marketing to promote their product and services. Online marketing is very important to increase the awareness of the customers. It was used by all the companies around the world and it will make the companies to compete with others. This study is conducted in order to determine the effectiveness of using promotional by online marketing to promote JELITASARA. The findings will show the marketing strategies by online marketing, the effectiveness and the weaknesses of using this promotional tools.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

The purpose of this study is to identify the impact of viral marketing in promoting JELITASARA product. Advance in technology have helped to remove company and consumer relationship to an interactive level, where technology can contributes to brand awareness and sustaining a long-term relationship with the customer.

Viral marketing is an inexpensive method which has a huge impact on consumer purchasing behavior. Based on (Dasari and Anandkrishnan 2010), they stated in their research that the viral marketing is a moderately new idea that allows the web word of mouth (WOM) technologies to spreading out the message of marketing and enable marketers of company to create a great relationship with customers.

The company use viral marketing via social media in promoting their product. Sales promotion by using social media can give the big impact or influence the consumer in their decision or possibility for them to spread the information to the other users. The promotion by using social media such Instagram, Facebook, YouTube and website will help to create brand awareness with the objective this medium being an increase in product sales. This marketing technique on social networks and by word-mouth generates publicity to increase brand awareness, with the objective of using this technique being an increase in product sales through carefully designed viral processes (Borade, 2013)