



**SOCIAL MEDIA AND ITS IMPACT ON MARKETING  
(AMONG MARA MUKAH'S ENTREPRENEUR)**

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## **ABSTRACT**

Social Media, today, is among the 'best opportunities available' to a brand for connecting with prospective consumers. Social media is the medium to socialize. These new media win the trust of consumers by connecting with them at a deeper level. Social media marketing is the new mantra for several brands since early last year. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more sophisticated. One cannot afford to have no presence on the social channels if the competitor is making waves with its products and services. The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Global companies have recognized social media marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social media marketing. This paper discusses about the concepts of social media and social media marketing and other aspects like the benefits, role and importance of social media for businesses and social media marketing strategies.

**Keywords:** social media, social media marketing, benefits of social media, social media marketing strategy,

## CHAPTER ONE

### INTRODUCTION

#### **1.0 Introduction**

Social media is primarily a collective group of internet or cellular phone-based applications and tools to share information among people. It expedites conversation and connection among people. It includes popular networking websites, such as facebook, instagram and twitter; as well as bookmarking sites like Pinterest or Reditt that enable internet users to share contents on various social bookmarking sites including blogs, social networks, forums, microblogs, image and video-sharing sites.

Social media was built based on the ideology and technology of Web 2.0. According to the study done by Antony Mayfield (2008), social media refers to a new kind of online media which have some of the important characteristics such as participation from users, open for feedback and comment from users, two way communications between users, communities that share the same interest and connecting that link users to other sites, resources and users.

Web 2.0 has been used since 2005 and is considered to be platform for the evolution of Social media. In view of this, Kaplan and Haenlein (2009) define Social media as a group of internet-based applications that build on the ideological and technological foundations of web 2.0 that allow the creation and exchange of User Generated Content. Web 2.0 is a term that was proposed by Tim O'Reilly in 2005, is all about information sharing and collaboration on the World Wide Web. According to the statistics from Internet World Stats (2017), the number of internet users worldwide was 3.58 billion, up from 3.39 billion in the previous year.

## CHAPTER TWO

### LITERATURE REVIEW

#### **2.0 Introduction**

As the world embraces social media as a necessary tool in daily lives, Malaysians have also done the same. From the time where chat rooms were famous in the late 1990s until blogging came around, most Malaysians have had a taste or opportunity to try out the applications to communicate their thoughts. According to Salman, Wan Mahmud, & Abdul Latif (2013), the internet era in Malaysia began in 1995 and the growth in the number of Internet hosts began in 1996 with the first local search engine and web portal company, Cari Internet founded in the same year. In the early 1990s, the Internet technology was developing rapidly. As the global world recognized its potential, Malaysian government too took the opportunity to encourage its people to adopt it. Various national strategies were formulated for telecommunications such as the Malaysia's Vision 2020 that determines the information and Internet policy.

#### **2.1 An Overview**

This paper begins with an explanation of terminology that defines social media marketing, followed by a discussion of the three main themes found within current research studies: Social Media awareness, Consumers Engagement and Online Marketing Credibility. This review examines current literature that focuses on a retailer's development and use of social media as an extension of their marketing strategy.