



**THE EFFECT OF FACEBOOK ADVERTISING TOWARDS
CUSTOMERS FROM MANAGERIAL PERCEPTION.
A CASE STUDY AT FELCRA BERHAD**

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JULY 2017

Acknowledgement

“In the name of Allah SWT, the Merciful and Beneficent” Alhamdulillah. It is a gift from the Almighty. Praise be to Allah as giving me the opportunity, strength and determine to complete this thesis during internship. Sincerest gratitude is extended to those who helped in this thesis effort, either directly or indirectly which enables me to accomplish the thesis within the given period. We indebted to the following individuals and groups by the way, it would not have been possible without kind support and help from all of them. I would like to express my gratitude to my advisor Madam Khairunisa binti Rahman who was abundantly helpful, offered invaluable assistance, support and constant guidance in term of proposal, questionnaires and report preparation. Her cooperation on this thesis is really appreciated, it is not to forget that due to her support, completing this thesis is possible.

Not to forget, own gratitude too to all friends family members for their supports either physically or mentally. Your understanding, patience, and willing sacrifices have made this thesis possible.

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CHAPTER 1

INTRODUCTION

1.0 Background of study

Social media is the main marketing tools that used by the business ventures to promoting the products to ensure that the consumer aware with the organizations products. Previously, (AyarekarM.S, 2015) mentioned that, any well-known companies are experiencing operational change in their conventional practices in order to adapt to this online environment for advertise their products and services global (AyarekarM.S, 2015). Which are most of the organizations changed the technique of promoting that standardized with the modern technology. For the organizations it is important to have an expertise to promoting the products in the social media.

Social media are "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of User Generated Content" (Dimitriadis G. T., 2014)From the same researcher (Dimitriadis G. T., 2014) mentioned that social media indicating explosive growth in only four to a five years since their established, web-based social networking are building up themselves as the media of decision over the entire world (Dimitriadis G. T., 2014). Hence, Social networking contributes the chance to interface with the clients utilizing wealthier media with a more prominent reach (Dimitriadis G. T., 2014).

However, there are many sorts of social media such as Facebook, twitter, you tube and etc. Due to that, these studies are focusing on the scope of social media which

1.1 Company background

Federal Land Consolidation and Rehabilitation Authority (**FELCRA**) was established in 1966. Its objective is to develop rural sector by helping its community to participate in national economic activities thus improving their standard of living.

Since 1st September 1997, **FELCRA** is known as **FELCRA Berhad** due to its corporatization. It is no longer Statutory Body but has become a fully Government owned company. With the change of its corporate entity, FELCRA is now able to explore new business opportunities, in line with national development aspiration.

Armed with plantation management and core activities skills, **FELCRA Berhad** is now diversifying its activities into industrial and sector as well as other growing business areas.

Ultimately **FELCRA Berhad** aspires to be a successful conglomerate while creating a dynamic, attractive and profitable rural sector. This is in line with its operational strategy which balances profit oriented programmed with social obligation