

THE ANTECEDENTS OF CUSTOMER
INVOLVEMENT AND ITS IMPACTS ON
CUSTOMER ENGAGEMENT IN THE SOCIAL
MEDIA

BY

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ABSTRACT

The objectives of this research are to determine the antecedents of customer involvement and its impacts on customer engagement in social media. A descriptive research was conducted to address the research objective.

The research was undertaken to who are using social media regardless to Malaysian or Non-Malaysian. The adopted sampling method was non-probability sampling, which is snowball sampling and questionnaire. There were 244 respondents and were analyzed by using Statistical Package for Social Science Software version 19. There total fourteen hypotheses developed from this research proposal. These hypotheses were tested using Pearson Correlation Analysis, Multiple Regression Analysis, Simple Regression Analysis, and Hierarchical Regression Analysis. The results of the study indicated that “Interaction” has a most significant relationship when associated with “Customer Involvement” and however “Value” has failed to show significant relationship when associated with “Customer Egnagement”

The research problems and research questions were fully addressed and justified based on the statistical analysis and support by literature review. The contribution to this research such as managerial implications and theoretical implications were also presented. Limitations and recommendations were highlighted at the end of the chapters.