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THE IMPACT OF MARKETING MIX ELEMENTS ON CONSUMER PREFERENCE TOWARDS SUPPLEMENT PRODUCT AMONG UUM STUDENTS

Thesis Submitted to
School of Business Management
Universiti Utara Malaysia
In Partial Fulfillment of the Requirement for the Degree of Master Science (Management)
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ABSTRACT

Nowadays, we can see the entrepreneurs of supplements and cosmetics are also expanding rapidly. Various traditional plant commercialized and adapted to market needs. Supplement product marketing activities in Malaysia showed significant growth over the past few decades. This strong growth has led to questions about the true potential of marketing to further improve the reliability of the product on the consumer preferences of supplements among university students. Therefore, this study aimed to study the relationship between the consumer preferences with the marketing mix (product, price, promotion and distribution) towards supplement products. Research conducted at Universiti Utara Malaysia (UUM) and sample size in this study is 397 samples. The study used SPSS 22.0 to analyze the data. The methodology used in this research is method descriptive and inferential statistical analysis that involves the use of frequencies and percentages for analyzing the demographics of respondents, independent t-test samples, test the connection one-way ANOVA, Pearson correlation analysis and multiple regression analysis. Overall findings based on the analysis of the Pearson correlation test found the analysis shows the three hypotheses were supported and all independent variables named product, promotion and place distribution, is significant, while the hypothetical price is not significantly associated with elections with consumer to purchase the supplement products. The next discussion is provided in this study.

Keywords: consumer preferences, marketing mix (4Ps), supplement products, student university.
ABSTRAK


Kata kunci: pilihan pengguna, campuran pemasaran (4P), produk makanan tambahan, pelajar universiti.
ACKNOWLEDGEMENT

“In the name of Allah The Most Gracious and the Most Merciful”

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Maisarah Masri
Master of Science (Management)
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<th>Full Form</th>
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<tr>
<td>RNI</td>
<td>Recommended Nutrient Intake</td>
</tr>
<tr>
<td>MOH</td>
<td>Ministry of Health</td>
</tr>
<tr>
<td>OTC</td>
<td>Over-the-counter</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>WHO</td>
<td>The World Health Organization</td>
</tr>
<tr>
<td>DCA</td>
<td>The Drug Control Authority</td>
</tr>
<tr>
<td>SOFA</td>
<td>State of Food and Agriculture</td>
</tr>
<tr>
<td>NPANM</td>
<td>National Nutrition Action Plan</td>
</tr>
<tr>
<td>FDA</td>
<td>Food and Drug Administrator</td>
</tr>
<tr>
<td>GMP</td>
<td>Good Manufacturing Practice</td>
</tr>
<tr>
<td>DSHEA</td>
<td>Dietary Supplement Health and Education</td>
</tr>
<tr>
<td>FDA</td>
<td>Food and Drug Administration</td>
</tr>
<tr>
<td>TCC</td>
<td>Tribunal for Consumer Claims Malaysia</td>
</tr>
<tr>
<td>KMO</td>
<td>Kaiser-Meyer-Olkin</td>
</tr>
<tr>
<td>IV</td>
<td>Independent Variable</td>
</tr>
<tr>
<td>DV</td>
<td>Dependent Variable</td>
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<tr>
<td>UUM</td>
<td>Universiti Utara Malaysia</td>
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CHAPTER 1

INTRODUCTION

1.1 Introduction

There are a lot of successes have been achieved by Malaysia and received recognition from the international community, particularly in the economic sector. With the advancement of technology today, Malaysia's economic progress can be further extended to various sectors such as the services sector in Malaysia. Malaysia market’s ability to compete with the overseas market in view of the serious need for various initiatives has been undertaken by the government in Malaysia as a country not only able to compete at the international level but even produce a healthy and productive citizens towards ensuring accelerated development of the country. A healthy lifestyle is very important in life to face the days ahead.

The World Health Organization (WHO, 1948) defines health as a state of physical, mental and social well-being and freedom from disease. This definitely confirms that the three aspects are important in living a healthy and prosperous. Improved health product industry, we can see today it become popular among the public in line with the requirements of the supplement itself in accommodating the requirements necessary in our body.
The contents of the thesis is for internal user only
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