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



UUM
By
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Universiti Utara Malaysia

**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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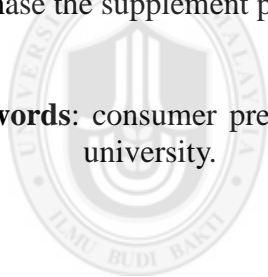
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ABSTRACT

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.



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ABSTRAK

Pada masa kini, kita dapat melihat usahawan makanan tambahan dan kosmetik juga berkembang dengan cepat. Pelbagai tumbuhan tradisional dikomersialkan dan disesuaikan dengan keperluan pasaran. Aktiviti pemasaran produk makanan tambahan di Malaysia menunjukkan pertumbuhan ketara sejak beberapa dekad yang lalu. Pertumbuhan yang kuat telah mencetuskan beberapa soalan mengenai potensi sebenar pemasaran untuk terus meningkatkan kebolehpercayaan terhadap pilihan pengguna keatas produk makanan tambahan dalam kalangan pelajar Universiti. Oleh itu, kajian ini bertujuan untuk mengkaji hubungan di antara pilihan pengguna dengan campuran pemasaran (produk, harga, promosi dan pengedaran) terhadap produk makanan tambahan. Penyelidikan yang dijalankan di Universiti Utara Malaysia (UUM) dan saiz sampel dalam kajian ini adalah 397 sampel. Kajian ini menggunakan SPSS 22.0 untuk menganalisis data. Kaedah yang digunakan dalam kajian ini adalah kaedah deskriptif dan analisis statistik inferensi yang melibatkan penggunaan frekuensi dan peratusan untuk menganalisis demografi responden, bebas sampel ujian-t, menguji sambungan sehala analisis korelasi ANOVA, Pearson dan analisis regresi berganda. penemuan berdasarkan analisis ujian korelasi Pearson mendapati analisis menunjukkan tiga hipotesis dibina disokong dan semua pembolehubah bebas dinamakan produk, promosi dan pengedaran tempat, adalah penting, manakala harga hipotesis tidak dikaitkan dengan ketara dengan pilihan oleh pengguna untuk pembelian produk makanan tambahan. Perbincangan berikut disediakan dalam kajian ini.

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”

First and foremost, Thank God, uttered deepest gratitude to Allah, Most Gracious, Most Merciful as with the consent and favor of God, finally I can prepare my thesis perfectly. And with His permission, this thesis also can benefit and knowledge to all readers or researchers.

On this occasion also, humbly dam sincerely, I want to say a big thank you to my supervisor because Dr Yaty binti Sulaiman has provided very good guidance, motivation constructive and creative ideas to be translated through this thesis. In addition, thanks to thousands of academic and administrative staff to have worked very well, especially in the preparation of this thesis. A big thank you also goes to Sultanah Bahiyah Library, UUM and Business School of Management (SBM) for providing the best service in terms of information and guidelines for the completion of this thesis.

In addition, thanks to my beloved father and mother, Masri bin. Wandi and Maimunah binti Abdullah, my sibling and also my friends Siti Hanis Jamail, NorFadhilah Jauhari, and others that has a lot of moral support, ideas, and pray to me from the beginning of this thesis so perfect. With the help of your prayers and blessings have enabled me to continue writing with diligence, passion and quality.

My deepest gratitude to all the truth, only God is able to return the favor and sacrifice you. Thanks.

Maisarah Masri
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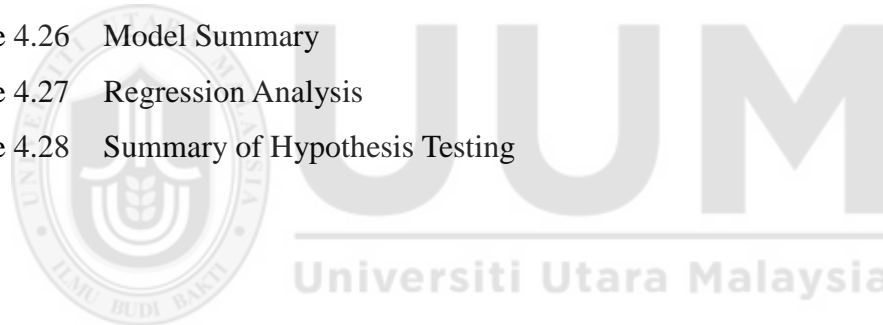
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LIST OF ABBREVIATIONS

RNI	Recommended Nutrient Intake
MOH	Ministry of Health
OTC	Over-the-counter
GDP	Gross Domestic Product
WHO	The World Health Organization
DCA	The Drug Control Authority
SOFA	State of Food and Agriculture
NPANM	National Nutrition Action Plan
FDA	Food and Drug Administrator
GMP	Good Manufacturing Practice
DSHEA	Dietary Supplement Health and Education
FDA	Food and Drug Administration
TCC	Tribunal for Consumer Claims Malaysia
KMO	Kaiser-Meyer-Olkin
IV	Independent Variable
DV	Dependent Variable
UUM	Universiti Utara Malaysia

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.

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