



**A STUDY ON THE FACTORS THAT INFLUENCE THE PURCHASING
DECISION OF NUTRITIONAL SUPPLEMENT PRODUCTS
AMONG DEGREE STUDENTS IN UITM SABAH**

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DECLARATION OF ORIGINAL WORK



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ABSTRACT

Nutritional supplements include vitamins, minerals, herbs, meal supplements, sports nutrition products, natural food supplements, and other related products used to boost the nutritional content of the diet. (www.thefreedictionary.com). Nutritional supplements are used for many purposes. They can be added to the diet to boost overall health and energy; to provide immune system support and reduce the risks of illness and age-related conditions; to improve performance in athletic and mental activities; and to support the healing process during illness and disease. However, most of these products are treated as food and not regulated as drug. (www.thefreedictionary.com). Dosage of nutritional supplements vary widely, depending on the product and individual needs. Since, most of people in Malaysia adore the beauty skin of the Korean people, this nutritional supplement products is gaining popularity in the Malaysian market. Many business people try to import other country's nutritional supplement products. Besides that, some of the business people in Malaysia try to produce their own nutritional supplement products since these products are high in demand. Students are also consumers of this nutritional supplement products, so this research is aimed to determine which of nutritional supplement products are mostly used by the degree students in UiTM Sabah. The research was done using survey technique by distributing questionnaire to 295 respondents of whom are degree students in Universiti Teknologi Sabah (UiTM Sabah).The result shows that many of the respondents agree that certification, advertisement, and price are the factors that influenced the purchasing decision of nutritional supplement products.