



FACTORS AFFECTING DECISION-MAKING PROCESS IN
CONSUMERS' PURCHASING BEHAVIOR:
CASE STUDY COSWAY MULTILEVEL MARKETING STRATEGY

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DECEMBER 2012

ACKNOWLEDGEMENTS

First of all, I would like to express my gratitude and thanks to God, for the blessing of good health, inner strength, capabilities and wisdom He has given to me to complete my study in Uitm and to finish this dissertation.

My appreciation to my dedicated advisor En.Cyril Supin for his guidance, advices, support, encouragement, valuable time and knowledge shared that so much lead me throughout the completion of this dissertation timely.

I would also like to extend my appreciation to my senior colleagues Irene and Jassie who have always been like my own sisters to encourage and support me from the beginning of the semesters. I thank you also to all my friends for their kind support, assistance and encouragement throughout this research.

To my dearest family, a very special love and thank you to my husband, sons and daughters for their prayers, support, understanding, patience, sacrifices, encouragement and love throughout my BBA program period.

Sincerely, I hope that this study will give some benefit to the awareness of consumer purchasing behaviour and useful to others for extending the research of the same topic.

Thank you.

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ABSTRACT

Multi-level marketing is also known as network marketing , is an industry with its size and reputation are growing rapidly. According the Direct Selling Association (DSA), direct selling is a US\$75 billion industry worldwide with an annual growth rate of around 10 per cent. The industry offers an alternative marketing channel to traditional retail selling that accommodates our changing marketplace.

This case study is made to survey the preferences of consumers in choosing the ever increasing of the number of MLM products and the variety of goods available in the stokist stores compared to products at supermarkets or shopping malls. With the need of advance lifestyle of nowadays life trending ,the existing market availability of multi-component of MLM products and supermarket products to the purchasing capabilities not only it has broadened the sphere of consumer choice, it also adds complication in making a purchase decision.

The objective of this study is to identify the factors affecting influencing purchase decision-making process among consumers preferences to MLM products such as COSWAY in Kota Kinabalu and Keningau area. The respondent comprised of 100 male and female consumers among various age of populations.

To achieve the objective of this study, efforts were done to identify the factors in influencing decision-making process among respondents based on gender, age, education level and job status, household income and marital status. Questionnaires were used as a method to collect the data. Frequency, percentage, Mann Whitney test were used to analysed the data.

The results of the findings indicate the probabilities of the variables in investigating the related factors and it shows...