



**THE FACTORS INFLUENCING BUYING DECISION ON DIRECT
SELLING PRODUCTS: A CASE STUDY FOR UNIVERSITI
MALAYSIA SARAWAK (UNIMAS) STAFF**

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ABSTRACT

The aim of this study is to identify factors that influenced the consumer buying decision when purchasing direct selling products and to identify the most influencing factors influenced consumers buying direct selling products. The study also to determine on how far do these factors influence consumer during the buying decision making process and to provide recommendation on effective sales plan to improve the direct selling company sales. There were 5 (five) variables are used in this study which are quality, price, accessibility, income and advertising. The study was conducted based on the survey by using the questionnaire which were then distributed to the UNIMAS staffs to collect data. Based on the findings, there were some recommendations to improve the direct selling company sales in influencing the customer to purchase direct selling products.

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CHAPTER 1

1.0 Introduction

This chapter will explain on the background and scope of the study, problem statement, objectives of study and research questions which are classified as the core of this study. Besides that, the significance of the study, limitations and definition of terms are also been explained.

1.1 Background of the study

A consumer's buying decision is influenced by four major factors; cultural, social, personal, and psychological factors. These factors cause consumers to develop product and brand preferences. Although many of these factors cannot be directly controlled by marketers, understanding of their impact is essential as marketing mix strategies can be developed to appeal to the references of the target market.

When purchasing any product, a consumer goes through a decision process. This process consists of up to five stages; problem recognition, information search, evaluation of alternatives, purchase decision and post purchase behaviour. The length of this decision process will vary, ranging from shorter routine response behaviour, to limited problem solving and a more comprehensive extensive problem solving. A consumer may not act in isolation in the purchase, but rather may be influenced by any of several people in various roles. The number of people involved in the buying decision increases with the level of involvement and complexity of the buying decision behaviour.