



**“DETERMINANT OF CONSUMER BUYING BEHAVIOUR TOWARDS  
HEALTHY PRODUCTS”**

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TOWARDS HEALTHY PRODUCTS”**

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**Submitted in Partial Fulfillment of the Requirement for the  
Bachelor of Business Administration  
(Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT  
UiTM BANDARAYA MELAKA**

**MAY 2011**

## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) INTERNATIONAL BUSINESS  
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UNIVERSITI TEKNOLOGI MARA  
BANDAR MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

**I, Arsyad bin Abdul Razak , (IC NUMBER: 880521055225)**

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date:

## LETTER OF SUBMISSION

28 April 2011

The Head of Program  
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Faculty of Business Management  
Universiti Teknologi MARA (UiTM)  
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Off Jalan Hang Tuah  
75300 Melaka.

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "DETERMINANTS OF CONSUMER BUYING BEHAVIOUR TOWARDS HEALTHY PRODUCTS"

To fulfill the requirements as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely

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## **ABSTRACT**

The main objective of this paper is to examine the determinant of consumer buying behavior represented by attitude, family influences, Price conscious, and health conscious towards healthy products.

This study use primary data which is randomly distribute the 30 questionnaire to respondents as the main method of data collection. For data analysis, the researcher use SPSS 17.0 ( Statistical Package for Social Science) to measure the result. The researcher use reliability test to measure the reliability of independence variables are significant or not towards dependent variables, F-test to measure at least one independent variables have significant relationship with dependent variables and t-statistic for hypotheses testing in examining relationship among variables.

Based on the finding, it can be concluded that from 4 determinant of consumer buying behavior that has been examine to analyze the relationship towards healthy products, all the determinant of consumer buying behavior have no significant relationship towards healthy products.