UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

FACTORS THAT CONTRIBUTE TO CUSTOMERS' LOYALTY TOWARDS NUTRILITE:

A CASE STUDY IN CHERAS, KUALA LUMPUR

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
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DECLARATION OF ORIGINAL WORK

I, NUR SYAFIQAH ALIA BT MUHAMAD ALI   I/C NUMBER: **861202-59-5474**

Hereby declare that:

* This work has not previously been accepted in substance for any degree, locally

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  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.

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ABSTRACT

Health industry needs to remain competitive. One way of improving competitive advantage is to attract more customers and increase customer loyalty. For example by developing long term, secure relationship between the buyers and sellers. Thus, this study has been conducted to determine how to build customer loyalty towards Nutrilite. The objective of this study is to rank the factors that influence customers' loyalty. Besides that, this study also determines the satisfaction of the customer with the value given by Nutrilite through its price, brand, quality and customer experience. Then, this study can give suggestions and recommendation to Nutrilite to ensure customers' loyalty towards its products. In collecting data, the researcher used primary data (questionnaire) as a way to get feedback from the customers. By using Non Probability Sampling, the researcher has selected 242 respondents to participate on this study. Moreover, the sample populations were respondents who purchase Nutrilite. Then, the researcher has categorized this study as descriptive for research design method. Next, the data gathered was analyzed by using the Statistical Package for Social Science (SPSS) Version 14. Then, all the data was interpreted and test by frequency distribution analysis, cross tabulation, ANOVA analysis, Correlations and Regression Analysis. The finding shows that all the independent variables have an association with dependent variables (customer loyalty) towards Nutrilite. From the findings, it shows that branding is the most important factors in contributing customers' loyalty towards Nutrilite while price is the least important factors. Some conclusions are provided in the research and the researcher also stated several recommendations, which are to improve the customer loyalty towards Nutrilite. It is a great pleasure if Nutrilite is willing to evaluate the suggestions from the respondents and the researcher.

CHAPTER 1

INTRODUCTION

This chapter discussed about the background of the study. It also contains the problem statement, objectives of the study, the significance of the study, scope of the study and the limitations of the study in doing this project paper.

1.1 BACKGROUND OF STUDY

Health supplements was defined "as product that are intended to supplement the diet taken by mouth in forms such as pills, capsules, tablets, liquids or powders and not represented as a conventional food or as a sole item of a meal or the diet". The dietary ingredients in these products may include Vitamins, Minerals, Amino Acids, natural substances of plant or animal origin, enzymes and substances with nutritional or physiological function **(National Pharmaceutical Control Bureau)**. According to the **(Nutrition Society of Malaysia)**, dietary supplements include preparation of vitamins, minerals, amino acids and mixtures of these nutrients, as well as herbs and other botanicals.

Current statistics show that two-thirds of Malaysians above 40 have some form of chronic health problem, especially obesity, hypertension, hypercholesterolemia and diabetes. It happens as a result from unhealthy lifestyle. Example, nowadays there are 170 million people who had diabetes in this world. This figure is estimated to be increased up to 300 million in year 2025 because of urbanization, eating unhealthy food and less exercise activities. At least, one third of diabetes patient do not realized that they had the disease **(Liow Tiong Lai, 2008)**. Recent science has shown that to prevent