



اَوْنِبُورْسِيْتِي تِيكْنُولُوجِي مَارَا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**“DIRECT SELLING AS THE FIRST CHOICE
CAREER”**

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APRIL 2011



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DECLARATION OF ORIGINAL WORK

I, NOR AINA KAMILAH BINTI MOHD AZAM, (I/C Number: 890814-11-5390), 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 otherwise stated.
- All verbatim extracts have been distinguished by quotations marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: 14 April 2011

AKNOWLEDGEMENT

“In the name of Allah, the Merciful, the Beneficent”

Glory to ALLAH S.W.T., the most gracious, the most merciful, and peace is upon his messenger Holy Prophet Muhammad (PBUH). All the worship belongs to only Allah. I praised to Allah S.W.T. for giving me courage, time and knowledge in completing this project paper. Alhamdulillah, at last this project paper is ready on the day it is due finish.

First and foremost, I would like to thank my respected project advisor, **Professor Madya Mohd Nasir Bin Muda**, who has made a significant contribution and provided me extremely useful comments at all stages of this project paper, as well as to my second project advisor, **Mas Ayu Diana Mohd Fauzi**. Specially, emphatically-I thank you.

I would also like to take this opportunity to thank my family, with my override gratitude for them, who have given me the support, the encouragement and the sacrifices regarding this project paper. Moreover, I would like to thank my friends for lending me their support, opinions and comments that would help me in improving this research.

Last but not least, I would like to thank to those, who I have not mentioned, that has contributed throughout this research whether directly or indirectly. Thank you for your generous time and cooperation. Lastly my special acknowledgement goes to Universiti Teknologi MARA (UiTM) for granting me the opportunity to pursue my study in

ABSTRACT

This study was aim mainly to focus on the direct selling as the first choice career. The purpose of this study was to identify the reasons why people involve in direct selling, whether direct selling promise a better future and to identify whether direct selling can be a first choice career. 100 questionnaires were distributed to the respondents whether they were involved in direct selling or not. The frequency distribution, cross tabulation and chi-square were used in order to analyze the data and to find out the relationship between direct selling as the first choice career with freedom, social interaction, risk and recognition. Thus, the finding from this study showed that all the variables had the significant relationship with direct selling as the first choice career.

TABLE OF CONTENTS

CONTENTS	PAGE
Declaration of Original Work	i
Letter of Submission	ii
Acknowledgement	iii
Abstract	v
Table of Contents	vi
List of Tables	x
List of Figures	xi
CHAPTER 1:	INTRODUCTION
1.1 Background of the Study	2
1.2 Problem Statement	4
1.3 Research Objectives	6
1.4 Research Questions	6
1.5 Theoretical Framework	7
1.6 Research Hypotheses	
1.6.1 Freedom	7
1.6.2 Social Interaction	8
1.6.3 Risk	8
1.6.4 Recognition	8
1.7 Significant of the Study	
1.7.1 To the Researcher	8