



**NATURAL HEALTHCARE PRODUCT MARKETING  
MIX ATTRIBUTES PURCHASING DECISION  
MAKING BEHAVIOUR**

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**SUBMITTED FOR THE FULLFILMENT OF THE  
REQUIREMENT FOR THE DEGREE BACHELOR OF  
BUSINESS ADMINISTRATION WITH HONOURS  
(MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT**

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**JUNE 2016**


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ORIGINAL LITERATURE WORK DECLARATION

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Field of Study : Marketing

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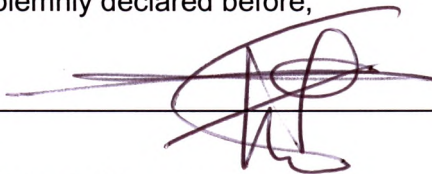
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## **ABSTRACT**

The purpose of this study is to investigate the relationship between natural healthcare product marketing mix attributes purchasing decision making behaviour which include purchasing intention. This study is to identify the items of natural healthcare product marketing mix attributes and the rank of importance for natural healthcare product marketing mix attributes towards purchasing intention. The data is collected through self-administered questionnaire which have 150 respondents of selected students in UiTM Samarahan, Sarawak. The finding revealed that there is a strong relationship between natural healthcare product marketing mix attributes and purchasing intention but an opposite for purchasing decision making behaviour. Based on the results, it can be said that the distribution of natural healthcare product is the most important item among the other items of marketing mix attributes.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of study

Natural healthcare product is a part of the world economy nowadays. According to (Georgalas, 2013), the other word for natural is green which claim for sustainable, natural, organic, etc. In the cosmetics industry, natural is one of the most used claims for product which is found in nature without containing chemicals or human transformation (Cervellon, 1995). According to Euromonitor, the 5% worldwide growth of the cosmetic sector in 2007 was mainly due to the inputs of green products. In Europe, the market for organic products is extremely dynamic with a growth of 20% per year. Organic Monitor, research institute who specialized in agriculture forecasts that in the future, the sales of organic products should continue growing by 20% per year.

Moreover, (Prothero, 1990) said Mintel Survey made a conclusion whereby an increase of 25 percent of 27 percent from British adults were willingly to pay more for green products. Meanwhile in USA, there was an estimation by Green Market Alert of a market growth rate for green products to \$121.5 billion in 1993 with the increase of 10.4 percent, and have convinced the market growth rate will also boost to \$154 billion by 1997 (Lawrence, 1993). Companies should do some segmentation for the market if they want to position what their natural products have to offer which according to the pro-environmental purchasing behaviour and after that focus on consumer that prone to natural products (Schlegelmilch, Bohlen, & Diamantopoulos, 1996).