



CONSUMERS PURCHASE DECISION TOWARDS  
SUNNAH PRODUCTS IN SABAH

NUR HIDAYAH BINTI JAPLI  
2014689264

BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
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## ABSTRACT

Sunnah in Arabic definition means “a way to be followed” or “ an example to be imitated”. Otherwise, in Islamic perspectives the word Sunnah have a several meanings such as every action and saying of Prophet Muhammad(pbuh), on every situation that his personal manners of the action said approved by someone else ([www.justislam.co](http://www.justislam.co)). Sunnah products is the one products that had developed in many types either it is a food or cosmetic products. It contains various of fruits and natural herb ingredients that safe and easy to found. In past history, a Muslims used Sunnah food for many purposes. It can be added to any diet food or drinks for overall health and energy and safe to used. Therefore, in this era of technology, more innovation was created and local company keep produce Sunnah product for Muslims conveniences. Although, all consumers not only in Islam region are more interested to use Sunnah products, this is because the natural ingredients that have thousand nutrients contained in Sunnah foods. Besides that, the consumers are willing to purchase because of the popularity in the Malaysian market and the demand are more increase. Therefore, this research also is aimed to determine what most the types of Sunnah products that they used in daily live. The research was done using survey technique by distributing questionnaire (online) to 250 respondents in Sabah area. The result shows that many of the respondents agree that product, promotion and place are the factors that influenced the purchasing decision of Sunnah products.