



MAKMLIK
Perutusan
Universiti Teknologi MARA (UiTM) Sabah
2013/01/13

**A STUDY ON FACTORS AFFECTING CONSUMER
INVOLVEMENT IN MULTILEVEL MARKETING (MLM)
BUSINESS**

**AIDA NATASHA BINTI SUHAILI
2010300043**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
CAWANGAN SABAH**

JANUARY 2013

ACKNOWLEDGEMENT

First of all I would like to truly grateful to ALLAH S.W.T for his blessing and giving me an opportunity, full strength and patience to complete this research paper within time given. Secondly, a deep appreciation to my beloved family for the supports in helping me to completed this research. I would like to express my special thanks and sincere appreciation to my respectable advisor, Mr. Cyril Supain @ Christopher for your continuous guidance and encouragement .Without your support, I will never able to accomplish this research. I would also like to say thanks to all my beloved friends those are always with me, giving a lot of ideas ,encouragement and help me a lot while I was working a long hours to complete this research. Lastly, I would like to extend my thanks to all who involved directly or indirectly for my research paper giving opinions and comments for my improvement. Without support from all of you, I will not able to complete such a good report. Hopefully, all the cooperation and contributions will be rewarded by Allah S.W.T.

Thank You.

TABLE OF CONTENT

TITLE PAGE	I
DECLARATION OF ORIGINAL WORK	II
LETTER OF SUBMISSION	III
ACKNOWLEDGEMENT	IV
TABLE OF CONTENT	V- VI
LIST OF TABLE	VII
LIST OF FIGURE	VIII
ABSTRACT	IX

1.0 INTRODUCTION

1.1 BACKGROUND OF STUDY	1
1.2 SCOPE OF STUDY	2
1.3 PROBLEM OF STUDY	3
1.4 OBJECTIVES OF STUDY	4
1.5 RESEARCH QUESTIONS	4
1.6 SIGNIFICANCE OF STUDY	5
1.7 LIMITATIONS OF STUDY	6

2.0 LITERATURE REVIEW

2.1 INTRODUCTION	7
2.2 MULTI-LEVEL MARKETING	7
2.3 EARN EXTRA INCOME	8
2.4 INFLUENCE BY OTHERS	10
2.5 ATTRACTIVE PRODUCTS	11

2.6 TRUST THE MLM COMPANY	12
2.7 THEORETICAL FRAMEWORK	13
3.0 RESEARCH METHODOLOGY	
3.1 INTRODUCTION	14
3.2 RESEARCH DESIGN	14
3.3 RESEARCH SAMPLING METHOD	14-15
3.4 DATA COLECTIONS	16
3.5 DATA ENTRY AND DATA PROCESSING	17
3.6 DATA ANALYSIS	17-18
4.0 FINDINGS AND ANALYSIS OF DATA	
4.1 INTRODUCTION	19
4.2 DEMOGRAPHICS PROFILE	20-23
4.3 FACTORS THAT INFLUENCES CONSUMERS	24-26
4.4 UNDERSTANDING ABOUT MLM BUSINESS	27-30
4.5 CROSS TABULATIONS	31-32
5.0 CONCLUSION AND RECOMMENDATION	
5.1 INTRODUCTIONS	33
5.2 CONCLUSIONS	33
5.3 RESPONDENTS' SUGGESTION AND RECOMMENDATIONs	34-35
REFERENCES	36
APPENDICES	37
- QUESTIONNAIRES	
- RESPONDENTS SUGGESTIONS AND RECOMMENDATION	

ABSTRACT

Multilevel Marketing (MLM) also is known as Network Marketing. There are a lot of great things to be said about starting an MLM Business. MLM Business can be involved by any types of consumers as long as you have an effort to do it. The purpose of this research is to investigate the factors or reason why consumers join Multilevel Marketing (MLM) Business. This study has focused on four variables which are Earn other income, Influences by others, Attractive Product and Trust the MLM Company. This research also identified whether consumers were really understand about this MLM business. Lack of knowledge will ruin your business in the future. This research was found that most of the respondents joined MLM business because they want to earn other Income to improve their standard of living. Most of them also agree that they were understood with the business that they joined. However, some of the respondents did not have enough information about the MLM business that they joined. This study may help the MLM Company to improve their business or products offered and attract more consumers to join MLM business.