

**RESEARCH ON THE EFFECTIVENESS ON IMPLEMENTING DIRECT
SELLING TECHNIQUE FOR MLM PRODUCT IN KUCHING AREA.**

A CASE STUDY OF : AMWAY (MALAYSIA) SDN BHD



**SHARIFAH MAZIAH BINTI WAN HABIB
2002316315**

**SUBMITTED IN PARTIAL FULFILLMENT ON THE REQUIREMENT FOR
THE BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING**

**FACULTY OF BUSINESS MANAGEMENT UiTM,
KOTA SEMARAHAN**

APRIL 2008

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1.0 INTRODUCTION

1.1 Background and Scope of the Study

The direct selling industry has grown rapidly over recent years. Changing lifestyles, demographics and economic recession have all been factors influencing this growth. It provides people with business opportunities across the globe. Direct selling is not about 'getting rich quick'; it is about creating rewards for effort and initiative. With low risk and low capital investment, Direct Selling Company provides people with the opportunity to achieve and to improve their lives. As a leading player in the world of direct selling, it is helping to 'clean up' the industry and provide a valuable and acceptable form of product distribution. In an impersonal fast-moving world driven by technology, direct selling provides the personal touch.

All direct selling should be legal, decent, honest and truthful. Every direct selling activity should be carried out with a due sense of social responsibility. No direct selling should be carried out as such, to impair confidence in direct selling. All direct selling activities should conform to the principles of fair competition as generally accepted in business, in particular with regard to the terms of the offer, including the price and modes of payment, and the methods and form of the contact with the consumer, the methods of presentation and demonstration of, and the information on the product, the fulfillment of any obligation arising from the offer or any operation, including delivery and connected with it.

xii) Direct marketing

Direct communication with carefully targeted individual consumers to obtain an immediate response such as the use of mail. Telephone, fax, e-mail, and other non-personal tools to communicate directly with specific consumers or to solicit a direct response.

2.0 LITERATURE RIVIEW

2.1 Understanding On Customer Decision-Making upon Direct Selling Technique.

Salespeople Persuasion Skill

To manage the buying process, consumer have knowledge about the goal and action of salespeople and the action that they can take to cope with the persuasion process. Some coping tactics are discounting and message elaboration. As an example during sales presentation, consumer have "massage thought" and " own thoughts"(Dholakia and Sternthal , 1977, Harnon and Coney 1982). Whereby the massage thought represent the salespeople position when they doing their sales presentation. Own thought are object-attribute association stored in the memory and the memory pertaining to the massage being present. It may support and assist the consumer to decide or in other way is where the sales demonstration being

need, their sales presentation will not address the need of their consumer, As the salespeople's perception become more critical. An accuracy assessment of consumer's need and development of program to cater to those needs are essential for relationship marketing. Interestingly , studies has also found that salespeople average are inaccurate about consumer's needs(Sharma & Lambert, 1994).

3. RESEARCH METHODOLOGY

3.1 Research Design

Research design is a pattern or an outline of a research project's workings. It is a statement of only the essential elements of a study, those that provide the basic guidelines for the details of the project. In this research, the descriptive research designs were used with the intention to produce accurate description of independent variables that are the effectiveness of direct selling technique & communication plan strategy. From the outcome, this research shall lead to a necessary recommendation on selling technique & communication plan in relating to advertising.