



**FACTORS INFLUENCING THE PURCHASING DECISION OF GIFFARINE'S
PRODUCTS AMONG CUSTOMERS IN MALAYSIA**

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ABSTRACT

This study aims to explore the factors influencing the purchasing decision of Giffarine's products among customers in Malaysia. This study also will help the Giffarine in order to identify which factors that most influencing their customers in purchasing their products. This study applies the data collections by using exploratory factors analysis on a sample of 100 consumers and condenses a set of 30 attributes into a list of four comprehensible factors influencing the purchasing decision of Giffarine's products among customers in Malaysia. Theoretical framework was used to test the hypotheses. The paper aims to fill up the significant gap in the literature on purchasing decision for Giffarine's products their customers. This study remains one of few research work designed to address different factors influencing the purchasing decision for Giffarine's products in the context of developing countries such as Malaysia. Yet, it would serve as a roadmap for Giffarine Company to understand the factors impacting on purchasing decision of their cosmetics and beauty care products in similar contexts.

CHAPTER 1 INTRODUCTION

1.0 INTRODUCTION

This chapter presents the background of the study, problem statement, research questions and objectives, framework, hypothesis, scope, significant and limitations of this research study. The introduction gives a brief overview about smartphones and other elements that related to our studies. It also outlines to whom this research study would be of interest and benefit to.

1.1 BACKGROUND OF COMPANY



Giffarine is a brand that originated from Thailand. Giffarine started in 1996 when a team of dedicated Thai medical doctors and pharmacists decided to invest their knowledge and skills that they have over thirteen years to develop high quality product for Thai people. They have created a wide range of cosmetics, skin care, supplements and other welfare food products under the name of Giffarine brand. The founder of Giffarine is Dr. Naline Paiboon have aims women as the main target audience. Even so, Giffarine products not only focus on women, but also range for men and children. Giffarine had been brought into Malaysia since 2008. Tn. Hj. Wan Ab Rahman Wan