

## **TABLE OF CONTENTS**

	<b>Page</b>
ABSTRACT .....	I
ACKNOWLEDGMENTS .....	III
TABLE OF CONTENTS .....	IV
LIST OF TABLE.....	VI
LIST OF PICTURE.....	VII

### **CHAPTE 1 - INTRODUCTION**

1.1. Background.....	1
1.2. Objectives of the Study.....	3
1.3. Scope of the Study .....	3
1.4. Concepts of populations .....	4
1.5. Definition of Terms .....	4
1.6. Expected Results.....	5

### **CHAPTER 2 - LITERATURE REVIEW**

2.1. Definition of Key Terms.....	6
2.1.1. Dietary Supplement .....	6
2.1.2. Customers .....	6
2.1.3. Marketing Mix (4 Ps) .....	6
2.1.4. Marketing Mix (7 Ps) .....	6
2.2. Consumer Behaviors.....	6
2.2.1. Definition of Consumer Behaviors.....	6
2.2.2. The Stages of the Buying Decision Process .....	7
2.2.3. Factors Affecting Consumer Buying Decisions .....	10

## TABLE OF CONTENTS

	<b>Page</b>
2.3. Marketing Mix .....	15
2.4. Factors Consumers' Buying Behavior.....	20
2.5. Related Research .....	27

### **CHAPTER 3 - STUDY METHODOLOGY**

3.1. Research Design .....	30
3.2. Data Collection Methods .....	30
3.3. Data Processing and Analysis.....	30
3.4. Problem Encounter and Solution.....	30
3.5. Limitation .....	31
3.6. Monitoring Indicators .....	31

### **CHAPTER 4 - REREARCH FINDINGS**

4.1. General information of the Respondents .....	32
4.2. Factors of Marketing Mix Affecting Buying Decision Making of the Nutrilite Products.....	34
4.3. Factors of Marketing Mix Affecting the Customers' Buying Decision Making of Other Dietary Supplement Products.....	38
4.4. Customer Behavior of Nutrilite Product Use .....	40

### **CHAPTER 5 - CONCLUSION RECOMMENDATION**

5.1. Conclusions .....	43
5.2. Findings and Discussions.....	43
5.3. Recommendations .....	47
References .....	59
Appendices.....	54

## LIST OF TABLES

	Page
1. Table 1: General Information .....	32
2. Table 2: Customers] Decision on Buying Nutrilite Products Regarding the Factors of Marketing Mix: Product, Price and Place .....	34
2. Table 3: Customers] Decision on Buying Nutrilite Products Regarding The Factors of Marketing Mix: Promotion, People, Process and Physical Evidence.....	35
3. Table 4: Customers] Decision on Buying Other Dietary Supplement Regarding the Factors of Marketing Mix .....	38
5. Table 5: The Nutrilite Customers' Behavior .....	40
6. Table 6: Frequency of Buying Nutriuite Products.....	41
7. Table 7: Amount of Money Spent on Nutriuite.....	41

## LIST OF PICTURE

	Page
1. Picture 1 Concepts in framework.....	4
2. Picture 2 The stage model of Consumer Buying Decision Process.....	8
3. Picture 3 Factors that affect the consumer decision-making process.....	11
4. Picture 4 Marketing Mix (4Ps).....	17
5 Picture 5 Maslow's Hierarchy of Needs .....	2