



**TITLE: THE INFLUENCES OF MARKETING STRATEGIES ON
CONSUMER PREFERENCE IN PURCHASING SLIMMING
COFFEE PRODUCTS**

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**DIPLOMA IN MARKETING
DEPARTMENT OF COMMERCE**

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DECLARATION OF ORIGINALITY

We hereby declare that:

- i. This undergraduate research project is the result of our own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic or personal.
- ii. No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- iii. Equal contribution has been made by each group member in completing the research project.

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Besides, we would like to thank Politeknik Sultan Salahuddin Abdul Aziz Shah by giving us the opportunity to conduct this research project. It was enable us to learn and gain more experience in conducting a research. Additionally, we had a depth understanding and clear about the influences of marketing mix strategies on consumer preferences in purchasing slimming coffee products.

Furthermore, we would like to special thanks to the ones who have helped us to distribute the questionnaire. During the progress of this research project, the respondents have given their valuable feedback on the protesting of questionnaire. Also, would like to thanks all respondents, who spent their valuables time in filling out the questionnaire. With the help and support by respondents, we have success completed the part of questionnaire.

We have to thank among the group members who have been coordinative and cooperative with each other by the whole research project. It surely a great time works together of us. Once again, we sincere gratitude to those who have direct and indirect assist us brings this research study to its completion.

THE INFLUENCES OF MARKETING MIX STRATEGIES OF CONSUMER PREFERENCES ON PURCHASING SLIMMING COFFEE PRODUCTS.

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ABSTRACT

In this highly competitive environment nowadays, there is the need to manage the marketing strategy system for efficient performance as well as for promotion of sales. Marketing mix can be considered as an important indicator to maintain a competitive advantage. The purpose of this study is to explore the marketing mix which are price, product, promotion and place on sales performance of Klang Valley respondent. Result shows that the element in Marketing Mix Which Promotion is the higher mean among the element Marketing Mix with 0.918 while the Price were the second highest with 0.917. Next, the customer perception towards Product is the third higher with the 0.863. lastly, the lowest mean is Place with 0.819. The result from this research provide recommendation for company to produce quality product, charge competitive prices, position appropriately, use attractive package for the product, engage in after sales service and provide other distinctive functional benefits to consumers. Thus, they need to understand which P might influence the sales performance. The researchers hereby recommended that company should evaluate the various promotional mix elements and select those that can effectively create product awareness and also increase sales in order to achieve organizational objectives.

(200 words)

Keywords: Marketing Mix, Product, Price, Promotion, Place.

LETTER OF TRANSMITTAL

3 April 2020

Dr Noordini Binti Abdullah

Lecturer in Introduction to Marketing Research,

Department of Commerce,

Politeknik Sultan Salahuddin Abdul Aziz Shah.

Subject: Submission of the report on “The Influences of Marketing Mix Strategies of Consumer Preferences On Purchasing Slimming Coffee Products”

Dear Mrs,

We are pleased to submit this report on the influences of marketing mix strategies of consumer preferences on purchasing Slimming Coffee products is prepared for the purpose of fulfilling a requirement of the course introduction marketing research.

This report helped me to know the valuable knowledge about impact marketing strategies. We had tried my level best collect and find information for the report. We hope the report will give a fair idea on the concerned issue.

We hope that this request will merit your approval.

Sincerely yours,

Fatin Nur Zalifah Binti Zalihin

Siti Najihah Binti Abdullah

Nur Fatin Syafiqah Binti Mohd Sofian

Muhammad Najmi Bin Zulkiflee

LETTER OF AUTHORIZATION

Fatin Nur Zalifah Binti Zalihin

Politeknik Sultan Salahuddin Abdul Aziz Shah,

Persiaran Usahawan,

Seksyen U1,

40150 Shah Alam,

Selangor.

9 December 2019

Re: Letter of authorization of The Influences of Marketing Mix Strategies of Consumer Preferences On Purchasing Slimming Coffee Products.

To whom concern:

I hereby Fatin Nur Zalifah Binti Zalihin ask the authorization to process any and all documents in my name, and sign on my behalf.

The authorization is valid for 5 months from December 2019 to April 2020.

Signature,

FATIN NUR ZALIFAH BINTI ZALIHIN

EXECUTIVE SUMMARY

This study was carrying out the influences of marketing mix strategies of consumer preferences on purchasing slimming coffee products. A study of the consumer preferences of residents at Klang Valley. Researchers had examined four marketing mix strategies that influences consumer preferences of slimming coffee products. The factors include product, price, place and promotion. This is descriptive research study. Quantitative data collection and non-probability sampling method were used. The target population is residents in Klang Valley. This study used primary data collection method and secondary data collection method. Journal and internet research used as secondary data collection. Questionnaire- base survey was used and 384 sets of questionnaires have been distributed and also using Google Form to collect the data and being analyse by using Statistical Package for Social Sciences (SPSS).

Descriptive analysis, reliability test, and pilot test were being chosen as data analysis techniques. The questions and scales in questionnaires were considered to be reliable as the entire Cronbach's Alpha was more than 0.8 and 0.9 which is indicate as very good and excellent.

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CHAPTER 1

CONTENT OF BODY

1.1 INTRODUCTION

In this chapter, the researchers provided a short background to the research topic, which is customer preferences on purchasing slimming coffee products in Klang Valley. The research problem, research objective, research questions, significance of the study and summary are explained. This research was also to find out more about the issues that is faced by Sayyidati HQ to enter the market of slimming coffee in Malaysia and this study attempted to determine what are the factors that influenced customer preferences on purchasing slimming coffee products in Malaysia.

1.2 RESEARCH BACKGROUND

The researchers are cooperating with a company that produce and market the cosmetics products in Malaysia named “Sayyidati”. Next, the company plans to enter slimming coffee market in Malaysia to gain more profits for their company. They already produce a slimming coffee which is green coffee but did not yet market it in Malaysia because they do not know what is customer’s preferences on purchasing slimming coffee. If they market their slimming coffee without doing any research, they might get a great loss because not fully customer’s preferences on slimming coffee. Therefore, doing research is an important step to ensure that the management of the slimming coffee market runs smoothly apart from the substantial profit from the targeted location. The target location of the research is Klang Valley. The researchers chose Klang Valley as their target location to do the research about the slimming coffee because in Klang Valley, there is a lot of people from many state (Terengganu, Kedah, Melaka, Negeri Sembilan and others) come to Klang Valley which represent of Malaysia. Next, there is a lot of institute, schools, residence, restaurants, gyms and other places which stated a lot of people who might consume the slimming coffee. Therefore, Klang Valley is a suitable place for researcher to do a research about customer’s preferences on purchasing slimming coffee in Malaysia.

1.3 PROBLEM DEFINITION

Sayyidati HQ is known as a company that produce cosmetic products in Malaysia. Then, at the same time, the company plans to enter their new market which is slimming coffee to gain more profits, but they lack of information about customer preferences on purchasing slimming coffee in Malaysia. They must identify customer's priorities in buying slimming coffee in order to make their products available in the Malaysian market. Therefore, product, price, place and promotions are the factors influencing customers shopping preferences to buy slimming coffee in Malaysia.

As we already know, most of the customers who buy the slimming coffee are people who want to lose weight but they hesitate to make the decision to buy a slimming coffee product that suits them because in the Malaysian market there are many well-known companies that also produce slimming coffee, including V'Asia, Vita Herbs, D'Herbs. The company should to gain knowledge. from other competitors to make their slimming coffee being customer's priorities. Therefore, an effective promotion can change customer's mind to try the new slimming coffee that just market in Malaysia such as, discount and free gift.

As a conclusion, Sayyidati HQ must know their target market and offer a low price for their introduction of slimming coffee in Malaysia as shown in Product Life Cycle management (marketing) to prevents the company from incurring substantial losses and improve their slimming coffee in future. Next, they have to plan marketing strategy to make people aware about their slimming coffee.

1.4 RESEARCH SIGNIFICANCE

1.4.1 Public

The study will be importance for those who might become a entrepreneurs, leaders or managers in future. This research will enable marketing managers, leaders and entrepreneurs to gain knowledge on marketing strategies and identify the most appropriate strategies for their businesses in future. Also, how to use the strategies in order to gain competitive and increase sales.

1.4.2 Researchers

For those will be future researchers will be researching on a similar or related topic that will benefit from the findings by borrowing a leaf in form of related literatures. The study also will help the researchers to gain the knowledge and more understanding about the dependent and independent variables. It also helps to gain more skills in conducting the research.

1.4.3 Organizations

Organizations can use the findings to draw the important information and inferences which the marketing team can use to improve their sales performance and increase the sales. The inferences drawn from the research can be used to conduct the overall analysis of the company's strengths, how to overcome and improve the weakness of the businesses and how to compete against their competitors.

1.5 RESEARCH OBJECTIVES

The objective aimed to:

- I. To determine the marketing mix strategy (4P'S) that influence on consumer preferences in purchasing slimming coffee product.
- II. To examine the most significant factor that influences marketing strategies on consumer preference for slimming coffee.

1.6 RESEARCH QUESTIONS

Based on the questions of the study that have been stated, therefore our research questions were as follows:

- I. Does marketing mix strategies influence consumer preferences for slimming coffee?
- II. Which is the most significant factor that influences consumer preferences for slimming coffee?

1.7 RESEARCH HYPOTHESIS

The research hypothesis aimed to:

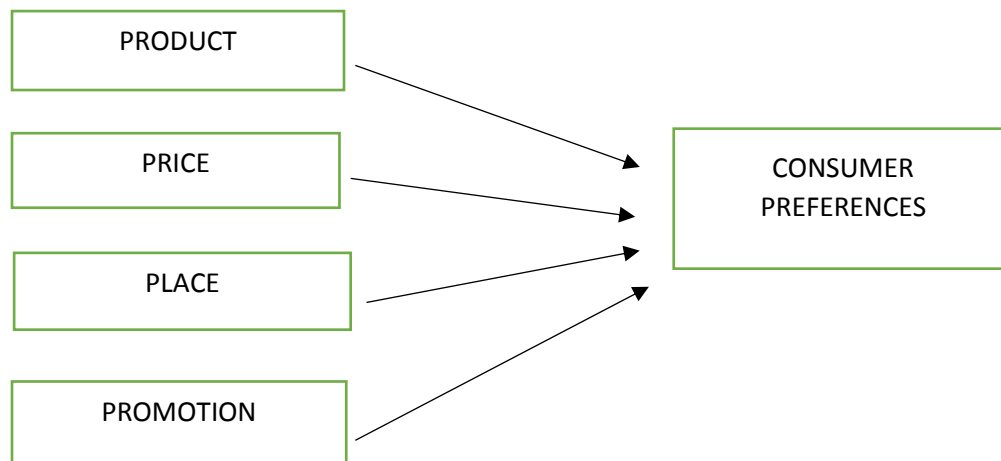
H1: There is relationship between product and consumer preference on purchasing slimming coffee products.

H2: There is relationship between price and consumer preference on purchasing slimming coffee products.

H3: There is relationship between place and consumer preference on purchasing slimming coffee products.

H4: There is relationship between promotion and consumer preferences on purchasing slimming coffee products.

1.8 RESEARCH FRAMEWORK



1.9 LIMITATIONS OF STUDY

The limitations of the study are those characteristics of design or methodology that impacted or influenced the interpretation of the findings from the research. They are the constraints on generalizability, applications to practice, and/or utility of findings that are the result of the ways in which initially choose to design the study or the method used to establish internal and external validity or the result of unanticipated challenges that emerged during the study.

a) Possible Methodological Limitations

1. Sample size

- The number of the units of analysis use in the study is dictated by the type of research problem that are investigating. Note that, if sample size is too small, it will be difficult to find significant relationships from the data, as statistical tests normally require a larger sample size to ensure a representative distribution of the population and to be considered representative of groups of people to whom results will be generalized or transferred. Note that sample size is generally less relevant in qualitative research if explained in the context of the research problem.

2. Lack of available and/or reliable data

- A lack of data or of reliable data will likely require to limit the scope of the analysis, the size of sample, or it can be a significant obstacle in finding a trend and a meaningful relationship. Need to not only describe these limitations but provide cogent reasons why believe data is missing or is unreliable. However, don't just throw up hands in frustration, use this as an opportunity to describe a need for future research or a differently designed method for gathering data.

b) Possible Limitations

1. Access

- Depends on having access to people, organizations, data, or documents and for whatever reason, access is denied or limited in some way, the reasons for this needs to be described.

Also, include an explanation why being denied or limited access did not prevent from following through on the study.

2. Cultural and other type of bias

- We all have biases, whether we are conscience of them or not. Bias is when a person, place, event, or thing is viewed or shown in a consistently inaccurate way. Bias is usually negative, though one can have a positive bias as well, especially if that bias reflects reliance on research that only support the hypothesis, selected the data to be studied, what may have been omitted, or to use possible words with a positive or negative connotation.

1.10 SUMMARY

This chapter present the introduction, background of research, problem statement, research objectives, research questions, research hypothesis, research framework, limitations of study are the important part that been highlighted in this chapter. Chapter two will discussed literature review based on the research objectives. Chapter three about the methodology which is method that have been used in this research and chapter four and five discussed about the findings and conclusion and recommendation.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

A literature review is a body of text that determines the aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. The review of relevant literature is nearly always a standard chapter of a thesis or dissertation. The review forms an important chapter in a thesis where its purpose is to provide the background to and justification for the research undertaken (Cooper, Harris. Synthesizing research: a guide for literature reviews.3rd. Thousand Oaks, Ca: Sage, 1998).

Bruce, who has published widely on the topic of the literature review, has identified six elements of a literature review. These elements comprise a list, a search, a survey, a vehicle for learning, a research facilitator, and a report (Bruce, C. S. Research students' early experiences of the dissertation literature review. *Studies in Higher Education*, 19(2), 1994).

According to Cooper, a literature review uses as its database reports of primary or original scholarship, and does not report new primary scholarship itself. The primary reports used in the literature may be verbal, but in the vast majority of cases reports are written documents. The types of scholarship may be empirical, theoretical, critical/analytic, or methodological in nature. Second, a literature review seeks to describe, summarize, evaluate, clarify and/or integrate the content of primary reports (Cooper, Harris. *The structure of knowledge synthesis*, *Knowledge in Society*, Vol. 1, 1988).

This chapter also provides reviews of the factors influence customers'' preferences towards slimming coffee. This chapter begins by providing information about how customers make their decision and discussion about relevant variables.

a) Health effects of coffee

According to the research, drinking coffee is no longer just for a caffeine hit, it has become a lifestyle. The coffee landscape is continually being introduced to trends that come and go while some, such as cold brew coffee, prove to have staying power. Coffee's widespread consumption makes it of considerable interest with respect to diet-disease relationships and associations of coffee consumption with a number of pathologies have been investigated.

Besides that, another effects are:

1. Can improve energy level and make smarter
2. Can help burn fat
3. Can drastically improve physical performance
4. Contains essential nutrients
5. May lower risk of 2 diabetes (Written by Kris Gunnars, BSc 2018)

b) Types of coffee

1. Natural and honey processed coffee

- In the natural or dry process, coffee cherries are dried with the fruit left on the bean. In the honey process, the fruit is stripped off the bean, leaving the sticky mucilage intact before it is dried. The more widely used wet processing completely removes the red fruit to expose the green coffee beans before fermentation. The natural and longer fermentation of the natural and honey process results in complex notes and characteristics but can also produce inconsistent flavours. These processes are also more environment-friendly.

2. In-house roasting

- Roasting in-house also allows the cafés to explore and experiment as they coax the best out of their beans. Other café roasters in Kuala Lumpur to check out are Artisan Roast, Three Little Birds, and Cream.

3. Cold brew coffee

- Cold brew coffee has been around for the last couple of years and it does not look like the trend is letting up. Instead, the trend has kicked up a notch with innovative recipes like cold brew coffee with instant snow cream or cold brew coffee with cherry flavours.

4. Nitro coffee

- It is more good news for cold coffee fans as nitro coffee is picking up steam and will be making its way to more cafés around Malaysia, or so Lee predicts. Nitro coffee is cold brew coffee infused with nitrogen in a pressurised keg and is served from a tap, producing a creamy, stout-like effect.

5. Coffee with non-dairy milk

- Most of us like milk with our cup of joe. But with dairy-based milk taking a PR dive for ethical and health reasons, plant milk is gaining traction as alternatives. While the practice is not currently widespread in Malaysia, Lee thinks that more cafés will offer soy or almond milk as replacements as the year rolls on. Not all plant milks pair well with coffee however, so it is down to trial and error, as well as the skill of the barista, to produce a good cappuccino with them.

6. Sweet and creamy coffee

- For those who like it sweet, you'll be happy to know that milkshakes are making a comeback. Coffee enthusiasts may enthuse about the taste of black coffee, but the younger ones are opting for sweeter and creamier drinks such as the classic coffee shake, which is brewed coffee blended with ice cream. "The younger generation is excited about coffee shakes," says Najib. "For those who can't accept the acidity of coffee, coffee shakes are combined with different flavours to make them more palatable."

2.2 DEPENDENT VARIABLE

Dependent variable is the variable that is measured by the experimenter. The dependent variable is a measure of the behaviour of subject that reflects the effects of the independent variable. In the language of stimulus response psychology, it is the response. A dependent variable is one that changes in consequence with the change in the independent variable.

2.2.1 Customer's Preferences

In economic, consumer preferences are different based on an individual judgment towards a particular thing or service. People will rank the goods or services based on his/ her like or dislike, and it's not affected by level of income and the price of the goods and services (consumer preferences n.d.; Ubeja & Jain, 2013; Thiyagaraj, 2015). According to Fife- Schaw et al. (2007), consumer preferences tend to recognise the choices of consumer among neutral and more value options between few goods or services. They further explain that, consumer preference is affected by consumer desirable level. Customers have different needs and desires when decide what to eat and where to dine out these differences will lead customers to choose a restaurant that best fit their requirements and preferences (Choi & Zhao, 2010).

Ubeja & Jain (2013) and Adebisi et al. (2016) also agreed that statement and explained that consumer preferences is measured by the degree of satisfaction the consumer get from using or consuming a product or service. Preferences are very subjective and may vary due to individual tastes and individual will rank the goods and services based on the utility level they provide to customers. In other words, it depends on customer satisfaction. Moreover, according to Cao et al. (2011), customer preferences for a product able to reflect to his or her inner world as customer preferences are depend on customer's behaviour and intention. This paper stated that, customer preferences are affected by few issues, for examples, environment, cost, performance and more.

Nowadays, the analysis on customer preferences has become an extreme important criterion for business to improve their product quality in order to get competitive advantage (Pagliuca & Scarpato, 2011).

2.3 INDEPENDENT VARIABLE

2.3.1 Marketing Mix Strategies

The marketing mix is defined as 4P's namely the product, price, promotion and place (Kotler & Armstrong, 2006). They are often designed to influence consumer decision-making and lead to profitable exchanges. Each element of the marketing mix can affect consumers in many ways (Peter & Donnelly, 2007).

American Marketing Association (2013), "Marketing is the activity, set of delivering, and exchanging offerings that have value for consumers, clients, partners, and society at large. Marketing activity will help to encourage purchase intention since marketing allows people to be aware of the product produced. According to Singh (2016) marketing is a complex range of marketing mix solution variables used in the company seeking to sell their goods and services. Kotler and Keller (2016) identify several consumer characteristics and psychological factors that can influence the consumer behaviour. The consumer characteristics are further developed into cultural, social, and personal influences.

2.3.2 Product

Kotler & Armstrong (2006) define a product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. They further define a consumer product as the product bought by the final consumer for personal consumption. Consumers buy products frequently, with careful planning, and by comparing brands based on price, quality and style. Kotler and Keller (2009) defined product as "anything that can be offered to a market to satisfy a want or need" they pointed out that includes physical goods, services, experience, events, places, person, properties, organizations, information, and idea.

Many attributes of a company's products, including brand name, quality, newness, and complexity, can affect consumer behaviour. The physical appearance of the product, packaging, and labelling information can also influence whether consumers notice a product in-store, examine it, and purchase it. One of the key tasks of marketers is to differentiate their products from those of their competitors and create consumer perceptions that the product is worth purchasing (Peter

& Donnelly, 2007). A company must devise strategies to boost demand for its product in order to succeed in the market.

Relationship between product with consumer preferences

The first element in the marketing mix is the product. According to Kotler and Keller (2008) the product is something that can be offered to a market for attention, owned and worn or taken in order to meet the wishes or needs of the user. Users will inevitably find a product to suit their own tastes to get self-satisfaction. Various aspects and elements of the product must be taken before they decided to purchase to ensure satisfaction after buying any product. According to Kotler and Armstrong (2008), the factor to be taken into account by manufacturer before producing a product which includes diversification of products, product design, product features, product brands, product size, packaging, service and warranty after purchase products.

2.3.3 Price

Pricing is one of the important decisions that need to be made by a firm which would affect its revenue and profitability. Price is closely related to money. In determining the price of a product, a company or marketing manager needs to consider not only the costs it takes to produce the item, but also the customer's perception on the value of the product (Hanna and Dodge, 1995). Moreover, companies strive to get the maximum margin by looking at a whole range of possibilities to set the right price to certain types of consumer.

In economics, Adam Smith gives the notion of price as “value in exchange”. Moreover, price is determined by the intersection of supply and demand in the market, or the so-called market mechanism (Stieglitz & Walsh, 2006). While from a marketing perspective, price is defined as “The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service” (Kotler and Armstrong, 2004). Further research, Kotler and Armstrong (2016), define price as the sum of value that consumers are willing to sacrifice in exchange for a product or service. When the economic in the country

growth the purchasing power of consumer will increase and consumers are less sensitive to the price for product that consumer buy.

Relationship between price with consumer preferences

The second element in marketing mix is price. In price setting, companies should estimate the customer reactions to possible prices. Companies should also estimate the preferable profit margin and possible discounts in the future. Companies must be aware of legal restrictions on pricing. Factors to keep buying, suspend or cancel the purchase directly influenced by the price of the product. Generally, all grades given by customers to benefit from owning or using the product. The price is a marketing aspect which is flexible in where it can be changed quickly. According to Johnson, Michael, and Andreas Gustafsson (2006), they said the price is a factor influencing customer satisfaction. However, users also use price as gauge to see quality of product. For those who want more expensive product quality and reliability. Similarly, Hawkins, Best, and Convey (2001) stated price is a service to the quality of the signal. Depending on the product, consumers prefer to buy products at a cheaper price with the quality and the criteria that they need. In this case, employers should be more sensitive products because of the competition, competitors will lower prices cheaper than what is sold by the producers. Lupiyoadi (2001) say that the pricing is the very significant in providing value to the consumer in making and influencing decisions.

2.3.4 Place

A place or distribution channel is a way of transporting the product to the consumer and level of accessibility of the product to the consumers. This element of marketing mix is like the vehicle for the other elements of marketing (product, price, and promotion). Without place consumer will not have access to products. Distribution channels can be defined as “a path through which goods and services flow in one direction (from vendor to the consumer) and the payments are generated by them that flow in the opposite direction (from consumer to the vendor). According to Kai Li and Hung Hung (2007) place is marketing mix which describe whether the location is accessible and transport is convenient, place comes out as a heterogeneous phenomenon which is created by the company at each place combining resources, accessibility increases value to the consumer.

Place is strategy calls for effective distribution of products among the marketing channels such as the wholesalers or retailers (Berman, 1996). Place strategy in retail stores includes more than the question of how consumers access the stores, it also includes the availability of products in such stores (Kotler, 2003). A store can position or reposition a product by locating that product within a store. Further research, Kotler and Armstrong (2006) define place or distribution as a set of interdependent organizations involved in the process of making a product available for use or consumption by consumers. Business need to decide on the place of purchase or where and how to distribute the product to the consumer. Consumer will be satisfied if products are made available at the right time in the right place and in the right quantity (Hashin 2011).

Relationship between place and consumer preferences

Place refers to having the right product, in the right location, at the right time to be purchased by consumers. This proper placement of products is done through middle people called the channel of distribution. The channel distribution is comprised of interdependent manufacturers, wholesalers, and retailers. These groups are involved with making a product or service available for use or consumption. Goi (2009) defines it as any way in which consumers can get the products or services. Among the criteria for the location of choice among consumers and is close to them go. Nowadays, people can get the product that they want through online. Consumer can buy through website, application and social media such as WhatsApp, Instagram, and Facebook. Accordingly, the selection of appropriate location can guarantee the arrival and attract many users to change the shopping patterns and purchase (Tjiptono 2000).

2.3.5 Promotion

Promotion is defined as sales promotion, advertising, personal selling, public relations and direct marketing (Borden, 1984). Chartered Institute of Marketing (2004) define promotional mix as term used to describe the set of tools a business can use to communicate effectively the benefits of it's products or services to its consumers. Promotional mix is said to include tools such as advertising, public relations, sales promotion, direct marketing, and personal selling. Business need to inform consumers of the products and services they provide in order to facilitate the firm's survival in the

very competitive business environment. According to Duncan (2005), promotion is the key to the market exchange process that communicates with present and potential stakeholders, and the general public.

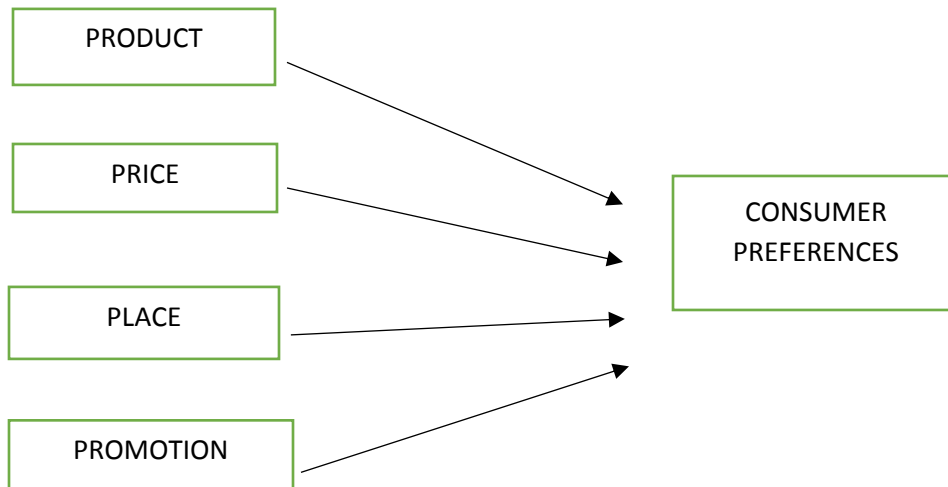
Further research, Kotler (2007) discover that promotions have become a critical factor in the product marketing mix which consists of the specific blend of advertising, personal selling, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objective. Promotional mix can influence what consumers think about products, what emotions they experience in purchasing and using them, and what behaviours they perform, including shopping in particular stores and purchasing specific brands.

Relationship between promotion and consumer preferences

Promotion is communication process that takes place between a business and its various publics. In order to be effective, business need to plan promotional activities with the communication process in mind. The elements of the communication process are sender, encoding, message, media, decoding, receiver, feedback, and noise. Promotion is the element in the marketing mix of organizations that serve to inform, persuade and remind the market of the of the product in the hope of influencing the feelings, beliefs and behaviour of consumers (Stanton, William, Michael, and Bruce 2007). The promotional activities include advertising, sales promotion, public relations, direct marketing, and word of mouth. The company can give the price-off or free gift to create brand awareness and urges consumer desire. Through the campaign, marketers also can give information about products or services. Promotion is the important in sales, as way to reach consumers with information about products. When the product is known, is increasing consumer demand for products and increases product sales.

2.4 Theoretical Framework

Theoretical framework is formed based on the research objectives and research questions. It shows the independent variable include product, price, place, promotion influence consumer preferences for slimming coffee.



2.5 Summary

A literature review is a survey of scholarly sources that provides an overview of a particular topic. It generally follows a discussion of the statement or the study's goals or purpose. All information has been studied from past examples of articles.

The 4p's of marketing mix; product, price, place, and promotion all these variables according to the literature have a positive effect on consumer preferences. All the marketing mix, can help company to set the marketing strategies and goals for the company.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research methodology refers to suitable methods used to carry out research and to determine the effective measures in addressing the problem statement. This chapter discussed the method used to conduct the study in order to accomplish the objectives in chapter 1. This chapter also discussed about the issues related to research design, research procedures, population and sample, sampling techniques, research instruments, method of data collection and method of data analysis.

3.2 RESEARCH DESIGN

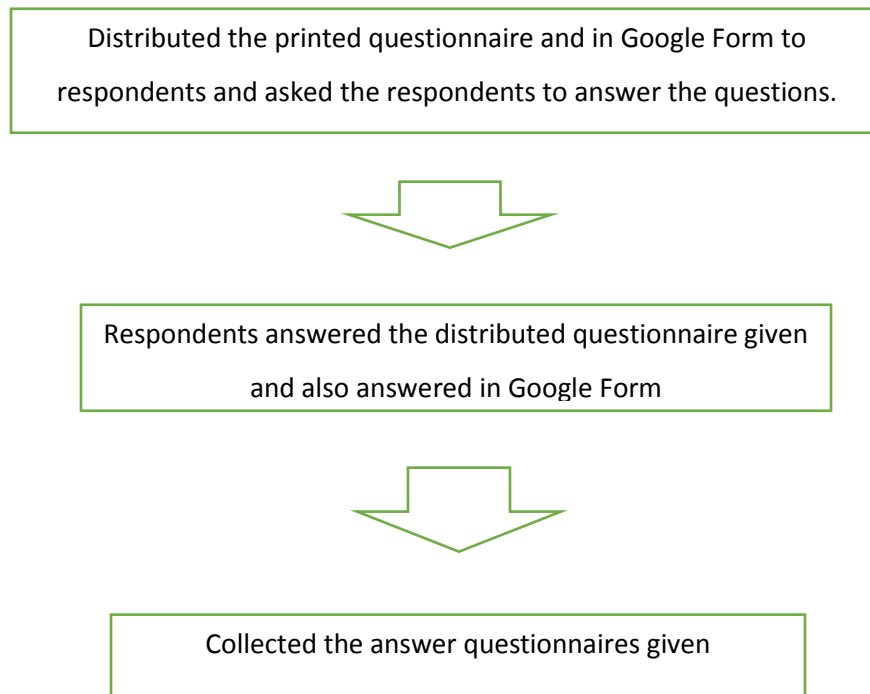
Research design was defined the set of methods and procedures used in collecting and analysing measures of the variable specified in the problem research. This research is a descriptive research. Descriptive research is a quantitative research method that attempts to collect quantifiable information to be used for statistical analysis of the population sample. It is a popular market research tool that allows to collect and describe the nature of the demographic segment. Descriptive research can be conducted by using specific methods like observational method, case study method and survey method. This can be used for future research or even developing hypothesis of your research object. This data collection allows descriptive research to provide an insight into life experiences in a way that other research methods can't (Swindells,2004).

A quantitative research design is used as the objectives are to firm up and modify knowledge first gained in a fundamentally qualitative way which is consistent with the research (Bryman,1984). Moreover, it contains several advantages such as finalizing result and approving or disapproving hypothesis.

Lastly, a survey is used in the research by distributing a set of questions through Google Form and by hand for gathering information from individuals. The reason for using questionnaire is because it can be distributed by Google Form to all people in Klang Valley area. In addition, this method can save time and costs for distributing the questionnaires.

3.3 RESEARCH PROCEDURES

This method was a step that required to ensure the research was conducted accordingly. It helps the researcher to gain information related to the research. Primary data was the most data that can be collected.



3.1 Tables shows the research procedures process

This process chart showed the detail about the research. This shows the process on how long respondents will take to answer the questionnaires given and make sure the respondents answer all the questions seriously to produce an accurate result.

3.4 POPULATION AND SAMPLE

The target population of this study will be people who lives in Klang Valley area. The population of people in Klang Valley is about 7.2 million people. Based on Krejcie & Morgan, (1970.p.608) if the population is above 1 000 000, the number of respondents will be 384. For the purpose of this study, 384 questionnaires will be distributed. The simple random sampling techniques will be

used to select the sample units. To ensure adequate representativeness, a minimum sample of 384 respondents will be used.

3.5 SAMPLING TECHNIQUES

Data sampling is a statistical analysis technique used to select, manipulate and analyse a representative subset of data points to identify patterns and trends in the larger data set being examined. It enables data scientists, predictive modellers and other data analysts to work with a small, manageable amount of data about a statistical population to build and run analytical models more quickly, while still producing accurate findings.

In this research, the researcher using the non-probability sampling method which is convenience for the selection of the participants. Non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected. It involves picking up any available set of respondents convenient for the researcher to use because it easy, fast and inexpensive. Anyone who willing to participate in research were handed the questionnaire to fill.

3.6 RESEARCH INSTRUMENT (QUESTIONNAIRE)

The research instrument used in this research is questionnaire, which is defined as a technique of data collection in which each person is asked to respond to the same set of questions in a predetermined order (Saunders, Lewis and Thornhill, 2012). The questionnaire consists of 3 parts, which are Part 1, Part 2 and Part 3. For the first part, there are 6 general questions asked to find out about the problem customers face until they have to consume the slimming coffee and their priorities in buying the slimming coffee in Klang Valley. The scaling techniques that are used for this part is Nominal Scale. Next, for the second part contains the questions asking the respondents about 4 P'S of marketing mix such as product, price, promotion and place which will give the best effect sales performance for Sayyidati HQ to market their slimming coffee in Malaysia. There are five questions which are allocated for each P'S. The scaling techniques for Part 2 is Likert Scale. Lastly, for the final part of the questionnaire contains the demographic variable such as gender,

age, races, marital status, occupations, monthly income and BMI of the respondent. The scaling techniques that are used for this part is Nominal Scale.

In the research, the Nominal Scale and Likert Scale has been chosen. Nominal Scale for Part 1 and Part 3 is a measurement scale, in which numbers serve as “tags” or “labels” only, to identify or classify an object. A nominal scale measurement normally deals only with non-numeric (quantitative) variables or where numbers have no value.

The Likert Scale for Part 2 has been chosen under the Non-Comparative Scale. The psychometric scale commonly use in the questionnaires is Likert Scale. It is the most widely used scale in the research. The respondents are asked to specify their agreement level to a statement. The five-point scale are label as:

- i. Strongly disagree
- ii. Disagree
- iii. Either disagree
- iv. Agree
- v. Strongly agree

Table 3.2- 3.6 Depicts that all instruments used in this study.

Table 3.2 Questionnaire for Product

PRODUCT		
Code	Item	Author
PD1	Choosing coffee product are good to ensure my health.	Chiew Shi Wee Mohd Shoki bin Md Ariff Norhayati Zakuan Muhammad Naquib Mohd Tajudin (2014)
PD2	Slimming coffee product are safe to drink.	
PD3	Slimming coffee can reduce weight problem.	
PD4	Coffee products contain more vitamin and antioxidant	
PD5	Slimming coffee are better quality and less associated with health risk.	

Table 3.3 Questionnaire for Price

PRICE		
Code	Item	Author
PR1	I would buy slimming coffee product in the near future.	Chiew Shi Wee Mohd Shoki bin Md Ariff Norhayati Zakuan Muhammad Naquib Mohd Tajudin (2014)
PR2	I intend to buy slimming coffee product for my long-term health benefits.	
PR3	I prefer to buy slimming coffee product in regular basis.	
PR4	I intend to buy slimming coffee product because they are concern about food safety.	
PR5	I prefer to buy slimming coffee that are safe to consume.	

Table 3.4 Questionnaire for Promotion

PROMOTION		
Code	Item	Author
PT1	Cheap price is the factor that will stimulate me to buy slimming coffee.	Ke Zhao (2015)
PT2	Price off influence me to purchase slimming coffee.	
PT3	Effective promotion influences me to purchase slimming coffee.	
PT4	Free gift encourages me to purchase slimming coffee.	
PT5	I will buy slimming coffee with discount on first purchase.	

Table 3.5 Questionnaire for Place

PLACE		
Code	Item	Author
PL1	I prefer to buy from website that provides me with quality of information.	Hogskolan Pa Gotlan (2011)
PL2	I prefer to buy slimming coffee at convenience store.	
PL3	Easy for me to purchase slimming coffee through online.	
PL4	Place of sale is important factor for me.	
PL5	Online shop is one of the best platforms to purchase slimming coffee.	

Table 3.6 Questionnaire for Consumer Preferences

CONSUMER PREFERENCES		
Code	Item	Author
CF1	I intend to buy slimming coffee product.	Chew Jing Qun Lim Chee Thai Loke Wei Wen (2012)
CF2	I search for information about slimming coffee.	
CF3	I prefer slimming coffee product.	
CF4	Purchasing slimming coffee product is beneficial for my daily life.	
CF4	I willing recommend to my friend to buy slimming coffee product.	

3.7 METHOD OF DATA COLLECTION

Data collection is a process of collecting information from all the relevant sources to find answers to the research problem, test the hypothesis and evaluate the outcomes to make the research more reliable and effective.

For the purpose of this research and in order to achieve the objectives, data collection of method can be divided into two part which is primary and secondary data collection. Primary data collection was one which is collected for the first time by the researcher while the secondary data collection are the data that already collected or produced by others.

Primary data was original and collected with an aim for getting solution to the problem at hand. Primary data sources included surveys, questionnaire, interview and etc. In this research, Questionnaire will be used to collect the data. It is a tool to collecting and recording information from respondents. It is the vehicle used to pose the questions that researcher wants respondents to answer (Saleeq Ahmad,2012). The questionnaire will be divided into three part, which are Part 1, Part 2 and Part 3. There will be 384 respondents that will be selected randomly to answer the questionnaire.

Secondary data is the data already had existing data collected by the investigator agencies or organizations earlier, or in other words, related to the past. In this researcher, these data are important sources for the researcher because they are previous works from past researcher and they can have used to support the results of the research. In this research, we used journals to find the information about our research.

3.8 METHOD OF DATA ANALYSIS

Data analysis is the process of systematically applying statistical to evaluate, describe, condense and recap the data. According to the author (Shamoo and Resnik 2003 & Savenye, Robinson, 2004)., various analytic procedures “provide a way of drawing inductive inferences from data and differentiate the signal from the noise present in the data”. The data analysis in quantitative research also include statistical procedure, where data is continuously collected and analysed almost simultaneously.

In data analysis, some of the easiest ways to simplify data were to calculate mean, percentage distribution, frequency distribution and so on. Additionally, the researchers also used the Statistical Package for Social Sciences (SPSS) to analyse quantitatively effectively. Data analysis began after the data has been collected and processed. In this study, the researchers had used several types of analysis to analyse findings such as pilot testing, frequency, percentage and mean.

3.8.1 Pilot Test

To test the reliability of the data, the researcher ran a pilot test which focus on 384 respondents. A pilot test often used to test the design of the full-scale experiment which can be adjusted. It is a potential valuable insight and should not be missing in the pilot study to help the measure the success of the reliability and validity.

After all the data been collected from the respondents, they will be organized and tested. In this research, the Statistical Package for Social Sciences (SPSS) will be used to analysed data collected. This statistical package is very user friendly and various statistical tests could be conducted using this software. In this research, researcher used descriptive statistic to summarize data and graph for a customer has been chosen.

Descriptive statistic is the method used to describe the basic features of versatile types of data in research. It presents the data in such a meaningful way that pattern in the data starts making sense. In this research, we simply take a group that we are interested in, record data and use the summary and graph to present the group properties. A few commonly used descriptive statistics are:

- Mean: numerical average of a set of values.

3.8.2 Reliability Test

Reliability in scientific investigation usually means the stability and repeatability of measures, or the ability of a test to produce the same results under the same conditions. In the context of questionnaire, it may be difficult to strike an acceptable balance between stability and practically.

This is because researchers often seek to find out as much information as possible whilst they have the attention of someone completing a questionnaire.

The rule of thumb for the reliability test is 0.7 or higher suggests good reliability and may be acceptable if between 0.7 and above.

The reliability of the research instrument was accessed using Cronbach's Alpha:

Cronbach's Alpha	Internal Consistency
$a \geq 0.9$	Excellent
$0.9 > a \geq 0.8$	Good
$0.8 > a \geq 0.7$	Acceptable
$0.7 > a \geq 0.6$	Questionable
$0.6 > a \geq 0.5$	Poor
$0.5 > a$	Unacceptable

Based on the result on Table 3.7, product, price, promotion, and place recorded excellent and good reliability with Cronbach's Alpha of 0.863, 0.918, 0.918, and 0.819 respectively.

Table 3.7 Result of Reliability Test

CONSTRUCT	STATEMENT	NO. ITEM	NO. OF ITEM DELETED	CRONBACH ALPHA
PRODUCT	<ol style="list-style-type: none"> 1. Choosing coffee product are good to ensure my health 2. Slimming coffee product are safe to drink. 3. Slimming coffee can reduce weight problem. 4. Coffee product contain more vitamin and antioxidant. 	5	-	0.863

	5. Slimming coffee are better quality and less associated with health risk			
PRICE	<ol style="list-style-type: none"> 1. I would buy slimming coffee in the near future. 2. I intend to buy slimming coffee product for my long-term health benefits. 3. I prefer to buy slimming coffee product in regular basis. 4. I intend to buy slimming coffee product because they are concern about food safety. 5. I prefer to buy slimming coffee that are safe to consume. 	5	-	0.917
PROMOTION	<ol style="list-style-type: none"> 1. Cheap price is the factor that will stimulate me to buy slimming coffee. 2. Price off influence me to purchase slimming coffee. 3. Effective promotion influences me to purchase slimming coffee. 4. Free gift encourages me to purchase slimming coffee. 5. I will buy slimming coffee with the discount on the first purchase. 	5	-	0.918
	1. I prefer to buy from website that provides e with quality of information.			

PLACE	<ol style="list-style-type: none"> 2. I prefer to buy slimming coffee at convenience store. 3. Easy for me to purchase slimming coffee through online. 4. Place of sale is important factor for me. 5. Online shop is one of the best platforms to purchase slimming coffee. 	5	-	0.819
CONSUMER PREFERENCE	<ol style="list-style-type: none"> 1. I intend to buy slimming coffee product. 2. I search information about slimming coffee. 3. I prefer slimming coffee product. 4. Purchasing slimming coffee product is beneficial for my daily life. 5. I willing to recommend to my friend to buy slimming coffee product. 	5	-	0.861

3.9 SUMMARY

As a summary, this chapter was briefly discussed about the research design, sampling techniques and population based on Krejcie and Morgan’s sample size table, research instruments, method of collection data which is primary data and secondary data collection. Lastly, the analysis data using the Statistical Package for Social Sciences (SPSS), pilot test and reliability test using Cronbach Alpha are discussed in this chapter.

CHAPTER 4
DATA ANALYSIS

4.1 INTRODUCTION

This chapter mainly focuses on data analysis. This chapter also represents the results of the study from the statistical analysis conducted on the collected data. In the first part of this chapter the presentation would be on the characteristics of respondent profiles. The following part will be determined by reliability analysis on the measurement and descriptive analysis. In addition, in order to make to make the representation of data easier to be understood, the findings are illustrated graphically.

4.2 ANALYSIS

4.2.1 Demographic profile of Respondents

Table 4.1 Gender

Gender		Frequency	Percentage
	Male	135	35.2
	Female	249	64.8
	Total	384	100

Table 4.1 Gender of Respondents

It shows the demographic profile of respondents. The respondents consisted of 64.8% (249) female and 35.2% (135) male respondents. This figure indicates that there was fewer male respondent compare to female respondents.

Table 4.2 Age of Respondents

Age		Frequency	Percentage
	17-25 years	323	84.1
	26-35 years	47	12.2
	36-45 years	13	3.4
	46-55 years	1	.3
	Above 56	0	0
	Total	384	100

As for the age group, most of the respondents were in age 17-25 years old with 84.1% (323), followed by those aged between 26-35 years' old which was 12.2% (47), aged between 36-45 years old with 3.4% (13) and aged between 46-55 years old with 0.3% (1).

Table 4.3 Race of Respondents

Race		Frequency	Percentage
	Malay	346	90.1
	Indian	17	4.4
	Chinese	16	4.2
	Others	5	1.3
	Total	384	100.0

In term of race group, majority of the respondents were Malay with 90.1% (346). Followed by Indian 4.4% (17), Chinese 4.2% (16) and Others which was 1.3% (5).

Table 4.4 Marital Status of Respondents

Marital Status		Frequency	Percentage
	Single	333	86.7
	Married	48	12.5
	Others	3	.8
	Total	384	100.0

In term of marital status, majority of the respondents were Malay with 86.7% (333), followed by Married with 12.5% (48) and Others with the 0.8% (3).

Table of 4.5 Occupations of Respondents

Occupations		Frequency	Percentage
	Students	307	79.9
	Government sector	34	8.9
	Private sector	40	10.4
	Others	3	8
	Total	384	100.0

The table shown that, 79.9% (307) respondents is students and 8.9% (34) working in government sector, followed by respondents who has been working in private sector 10.4% (40) and Others with 8% (3)

Table of 4.6 Income of Respondents

Income		Frequency	Percentage
	0-RM1000	301	78.4
	RM1100-RM2500	57	14.8
	RM2600-RM3500	22	5.7
	Above RM3600	4	1.0
	Total	384	100.0

In term of income level, more than half of the respondents earned 0-RM1000 and below which was 78.4% (301). This was followed by the respondents earned between RM1100-RM2500 with 14.8% (57), RM2600-RM3500 with 5.7% (22) and above RM3600 with 1.0% (4)

Table 4.7 BMI of respondents

BMI		Frequency	Percentage
	Underweight	12	3.1
	Normal	256	66.7
	Overweight	96	25.0
	Obese	20	5.2
	Total	384	100.0

In term of BMI level, more than half of the respondents has normal weight 66.7% (256), followed by who has underweight with 3.1% (12) and overweight 25.0% (96). Lastly, obese with 5.2% (20)

4.3 FINDINGS

4.3.1 Central Tendencies Measurement of Constructs

A measure of central tendency is a single value that attempts to describe a set of data by identifying the central position within that set of data. As such, measures of central tendency are sometimes called measures of central location. They are also classed as summary statistics. The mean (often called the average) is most likely the measure of central tendency that you are most familiar with, but there are others, such as the median and the mode.

4.3.1.1 Product

Table 4.8 Central Tendencies for Product

ITEMS	MEAN	STD. DEVIATION
1. Choosing coffee product are good to ensure my health.	3.47	1.054
2. Slimming coffee product are safe to drink.	3.28	1.027
3. Slimming coffee can reduce weight problem.	3.41	1.051
4. Coffee product contain more vitamin and antioxidant.	3.39	0.958
5. Slimming coffee are better quality and less associated with health risk.	3.24	1.035

“choosing coffee product are good to ensure my health” has the highest mean value at 3.47 with standard deviation of 1.054 while “slimming coffee are better quality and less associated with health risk” shows the lowest mean value at 3.24 with standard deviation of 1.035.

4.3.1.2 Price

Table 4.9 shows Central Tendencies for Price

ITEMS	MEANS	STD. DEVIATION
1. I would buy slimming coffee product in the near future.	3.19	1.065
2. I intend to buy slimming coffee product for my long-term health benefits.	3.20	1.124
3. I prefer to buy slimming coffee product in regular basis.	3.18	1.034
4. I intend to buy slimming coffee product because they are concern about food safety.	3.32	1.092
5. I prefer to buy slimming coffee that are safe to consume.	3.67	1.038

“I prefer to buy slimming coffee that are safe to consume” recorded the highest mean score 3.67 with standard deviation of 1.038, while the lowest mean score 3.18 is achieved by “I prefer to buy slimming coffee product in regular basis” with standard deviation of 1.034.

4.3.1.3 Promotion

Table 4.10 shows the Central Tendencies for Promotion

ITEMS	MEAN	STD. DEVIATION
1. Cheap price is the factor that will stimulate me to buy slimming coffee.	3.59	1.146
2. Price off influences me to purchase slimming coffee.	3.58	1.081
3. Effective promotion influences me to purchase slimming coffee.	3.60	1.050
4. Free gift encourages me to purchase slimming coffee.	3.73	1.046
5. I will buy slimming coffee with discount on first purchase	3.66	1.057

“free gift encourages me purchase slimming coffee” has the highest mean value at 3.60 with standard deviation of 1.050 while “price off influences me to purchase slimming coffee” shows the lowest mean value at 3.58 with standard deviation of 1.081.

4.3.1.4 Place

Table 4.11 shows Central Tendencies for Place

ITEMS	MEAN	STD. DEVIATION
1. I prefer to buy from website that provides me with quality of information.	3.58	1.100
2. I prefer to buy slimming coffee at convenience store.	3.61	1.028
3. Easy for me to purchase slimming coffee through online.	3.41	1.039
4. Place of sale is important factor for me.	3.71	1.015
5. Online shop is one of the best platforms to purchase slimming coffee.	3.42	1.039

“Place of sale is important factor for me” recorded the highest mean value 3.71 with standard deviation of 1.015, while “Easy for me to purchase slimming coffee through online” has the lowest mean value 3.41 with standard deviation of 1.039.

4.3.1.5 Consumer Preferences

Table 4.12 shows Central Tendencies for Consumer Preferences

ITEMS	MEAN	STD. DEVIATION
1. I intend to buy slimming coffee product.	3.13	1.071
2. I search for information about slimming coffee.	3.20	1.021
3. I prefer slimming coffee product.	3.16	1.068
4. Purchasing slimming coffee product is beneficial for my daily life.	3.17	1.078
5. I willing recommend to my friend to buy slimming coffee product.	3.25	1.075

“I willing recommend to my friend to buy slimming coffee product” appeared to have the highest mean score 3.25 with standard deviation of 1.075. The lowest mean score achieved by “I intend to buy slimming coffee product” with mean 3.13 and standard deviation of 1.071.

4.3.2 Pearson Correlation Coefficient

Pearson, Kendall tau- τ and Spearman correlations, which will all be denoted by the symbol θ , are used frequently in behavioural research. Although hypothesis testing is common, interval estimation may be more appropriate in applications where magnitude of a correlation is of primary test.

Table 4.13 shows Pearson Correlation Coefficient

		Product variable	Price variable	Promotion variable	Place variable	Consumer Preferences variable
Product variable	Pearson Correlation Sig. (2-tailed) N	1 384				
Price variable	Pearson Correlation Sig. (2-tailed) N	.757** .000 384	1 384			
Promotion variable	Pearson Correlation Sig. (2-tailed) N	.627** .000 384	.651** .000 384	1 384		
Place variable	Pearson Correlation Sig. (2-tailed) N	.596** .000 384	5.99** .000 384	.693** .000 384	1 384	
Consumer Preferences variable	Pearson Correlation Sig. (2-tailed) N	.063 .218 384	.044 .386 384	.092 .071 384	.174** .001 384	1 384

**Correlation is significant at the 0.01 level (2-tailed).

Table 4.13 shows that the correlations between independent variables which include product, price, place and promotion with dependent variable which is consumer preferences of randomly 384 people. Independent variables have positive linear relationship to dependent variable at significant level 0.01 level. All value in this probable is less than 0.9 which indicates that there is no multi collinearity problem. The correlation among independent variables is less than 0.9 which is between 0.044 and 0.174.

There is a significant relationship between place and consumer preferences of randomly 384 people. This is because the p-value equal to 0.000 and less than alpha value 0.05. Moreover, the value of the correlation coefficient, which is 0.174, falls under the coefficient range “±0.00 to

± 0.20 . This indicates a slightly weak relationship between place and consumer preferences of slimming coffee product of randomly 384 people.

There is no significant relationship between product and consumer preferences of randomly 384 people. This is because the p-value equal to 0.000 and less than alpha value 0.05. Moreover, the value of the correlation coefficient, which is 0.063, falls under the coefficient range “ ± 0.00 to ± 0.20 . This indicates a weak relationship between product and consumer preferences of slimming coffee product of randomly 384 people.

There is no significant relationship between price and consumer preferences of randomly 384 people. This is because the p-value equal to 0.000 and less than alpha value 0.05. Moreover, the value of the correlation coefficient, which is 0.044, falls under the coefficient range “ ± 0.00 to ± 0.20 . This indicates a weak relationship between price and consumer preferences of slimming coffee product of randomly 384 people.

There is a significant relationship between promotion and consumer preferences of randomly 384 people. This is because the p-value equal to 0.000 and less than alpha value 0.05. Moreover, the value of the correlation coefficient, which is 0.092, falls under the coefficient range “ ± 0.00 to ± 0.20 . This indicates a weak relationship between promotion and consumer preferences of slimming coffee product of randomly 384 people.

4.4 RESEARCH LIMITATION AND CAVEAT

There are several limitations in this research. The results may not be generalized for the managerial because the samples only collect on area of the Malaysia, which is Residents in Klang Valley. Besides that, the statistic of demographic shows the residents in Klang Valley contain highest percentage of Malay residents compare to other races. This may cause the people in difference demographic will have difference thinking about the preferences in purchasing slimming coffee products.

Secondly, there are only four factor independent variables in this research and there might have other factors, which do not take into account. Those factors what were not included in this

research might be the influential predictors of consumer preferences in purchasing slimming coffee products among the residents in Klang Valley.

Next, some of the main journal and referrals journal, which adopted overseas may not suitable for Malaysia. The variables that used to tested in overseas may not suitable for Malaysia. Furthermore, researchers cannot fully utilize the journals from portals because it is necessary to pay and in order to excess to the journals.

Lastly, another limitation for the research will be the only used of questionnaire survey. Minority of the respondents might not be understanding the questions and therefore they may randomly select an answer to complete the questionnaire. Moreover, the participants could not spend much time and effort in contributing the survey. All of these could reduce the accuracy of the results.

4.5 SUMMARY

In summary, this chapter serves to present the results and findings obtained from data gathering for this study. The results obtained from frequency analysis, reliability analysis, and descriptive analysis data are summarized which will be used to determine the research objectives and research questions. The next chapter of the study will present conclusion and recommendations

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

In this chapter 5, it provides the overall of conclusion and recommendations of the research. It summarized the discussion of major findings from chapter 4, highlights the implication of the study, provide the recommendations for the future research and provide conclusion of the entire research.

5.2 SUMMARY OF STATISTICAL ANALYSES

Statistical analyses involved in carrying put a study include planning, designing, collecting data, analysing, drawing meaningful interpretation and reporting of the research findings. The statistical analyses give meaning to the meaningless numbers, thereby breathing life into a lifeless data.

5.2.1 Demographic Profile of Respondents

Based on the descriptive analysis in Chapter 4, The respondents consisted of 64.8% (249) female and the remaining 35.2% (135) are male respondent. From the data collected, majority of the respondents were Malay with 90.1% (346). Followed by Indian 4.4% (17), Chinese 4.2% (16) and Others which was 1.3% (5).

Based on age group, most of the respondents were in age 17-25 years old with 84.1%, which are 323 respondent, followed by those aged between 26-35 years' old which was 12.2%, which are 47 respondents. The third highest are coming from aged between 36-45 years old with 3.4% which are 13 respondents and the lowest age from aged between 46-55 years old with 0.3%, which are 1 respondent.

For marital status, majority of the respondents were Malay with 86.7% which are 333 respondents, followed by Married with 12.5% which are 48 respondents and the lowest respondents is Others with the 0.8% which are 3 respondents. For occupation level, 79.9% which are 307 respondents is students and second highest is 8.9% which are 34 respondents who working

in government sector, followed by respondents who has been working in private sector 10.4% with 40 respondents and the lowest level income is Others with 8% represent 3 respondents.

Lastly, for income level, more than half of the respondents earned 0-RM1000 and below which was 78.4% represent 301 respondents. This was followed by the respondents earned between RM1100-RM2500 with 14.8% represent 57, RM2600-RM3500 with 5.7% represent 22 respondents and lowest income level is above RM3600 with 1.0% represent 4 respondents. In term of BMI level, more than half of the respondents has normal weight 66.7% which are 256 respondents, followed by who has underweight with 3.1% which are 12 respondents and overweight 25.0% which are 96 respondents. Lastly, obese with 5.2% represent 20 respondents.

5.2.2 Summary of Central Tendencies Measurement of Construct

For Product “Choosing coffee product are good to ensure my health” has the highest mean value at 3.47 with standard deviation of 1.054 while “slimming coffee are better quality and less associated with health risk” shows the lowest mean value at 3.24 with standard deviation of 1.035. While, Price “I prefer to buy slimming coffee that are safe to consume” recorded the highest mean score 3.67 with standard deviation of 1.038, while the lowest mean score 3.18 is achieved by “I prefer to buy slimming coffee product in regular basis” with standard deviation of 1.034. For Promotion “free gift encourages me purchase slimming coffee” has the highest mean value at 3.60 with standard deviation of 1.050 while “price off influences me to purchase slimming coffee” shows the lowest mean value at 3.58 with standard deviation of 1.081. Next, “Place of sale is important factor for me” recorded the highest mean value 3.71 with standard deviation of 1.015, while “Easy for me to purchase slimming coffee through online” has the lowest mean value 3.41 with standard deviation of 1.039 for Place. Lastly, “I willing recommend to my friend to buy slimming coffee product” appeared to have the highest mean score 3.25 with standard deviation of 1.075. The lowest mean score achieved by “I intend to buy slimming coffee product” with mean 3.13 and standard deviation of 1.071.

5.3 SUMMARY OF SCALE MEASUREMENT

For the reliability test, questions for independent variables (product, place, promotion and price) and dependent variables (consumer preferences) are reliable since each test indicates its value to be more than 0.8.

5.4 SUMMARY OF INFERENTIAL ANALYSES

5.4.1 Pearson Correlations Test

All the four independent variables are free from multicollinearity problem as all correlation values are less than 0.9. Pearson correlation test also used to measure the relationship between each individual independent variables and dependent variable. All of these four independent variables establish significant relationship with consumer preferences as their p-values are less than 0.05. However, price, product, promotion and place whereas relative advantage has negative relationship toward consumer preferences of slimming coffee product among the randomly 384 people.

5.5 DISCUSSION OF MAJOR FINDINGS

While the previous section of this chapter focuses more onto the summary description of the entire descriptive and inferential analyses, this section is more onto the discussion on major findings in order to validate the research objectives and hypotheses.

5.5.1 Relationship between product and randomly 384 people

H1 indicates that product has no significant influences on randomly 384 people consumer preferences. Few past studies also support this hypothesis. The notion that humans are influenced in their beliefs, preferences and behaviours by the beliefs, preferences and behaviours of others has become nearly axiomatic across the social sciences (Cialdini & Goldstein, 2004). Thus, product is negatively related to randomly 384 people. H1 is not supported.

5.5.2 Relationship between price and randomly 384 people

H2 indicates that price has no significant influences towards randomly 384 people of consumer preferences. Results expressed H2 is not supported. There was no impact between price and randomly 384 people of consumer preferences which is inconsistent with the study by Dodds W.B. (1991) that state that a set of acceptable price range is established when consumers purchase product. There is reduction on consumer preferences when the actual price on the products is higher than acceptable price range and it is vice versa. If the price is lower than the acceptable price range, consumers may lack of confidence. H2 is rejected.

5.5.3 Relationship between place and randomly 384 people

H3 indicates that place has significant influences towards randomly 384 people of consumer preferences. It is shows that the place is supported. There has an impact because the distribution helps customer and users to find and keep purchase these products from their manufacturer or providers with them at the time of need. Thus, place is positively related o randomly 384 people of consumer preferences.

5.5.4 Relationship between promotion and randomly 384 people

H4 indicates that promotion has no significant influences towards randomly 384 people of consumer preferences. Results expressed that the promotion is not supported. The promotion of a set and state any form of information helps to inform customers about new products and helps to reduce barriers between customers and organizations. Thus, promotion is negatively related to randomly 384 people of consumer preferences.

5.6 IMPLICATION OF STUDY

The finding of this study helps in understanding the factor that can affect consumer preferences of Slimming Coffee Product among the randomly 384 people. Through the understanding of study, it is applicable to market the Slimming Coffee Product by Sayyidati

HQ and improving the understanding about consumer preferences towards Slimming Coffee Product.

5.6.1 Managerial Implications

Based on the information gathered from study the effect of marketing mix strategy on consumer preferences of Slimming Coffee Product among the randomly 384 people, the researchers have established several implications that might useful in assisting Sayyidati HQ to increase the demand of Slimming Coffee Product among the target market. In randomly 384 people nowadays are having more option in choosing their slimming coffee. As a result, it is necessity for these companies to make further improvements and used various marketing strategies to boost the sales of Slimming Coffee Product.

According to the research done, place has the highest significant impact among others independent variables in influencing the consumer preferences of Slimming Coffee product among the randomly 384 people. Thus, the people want the highest quality of the product which is effect on their body. Besides that, Sayyidati can expand their slimming coffee capabilities such as by the upgrading the ingredients or flavour of coffee so that it can perform and better which suit to the people.

5.7 RECOMMENDATIONS FOR FUTURE RESEARCH

There are few recommendations for the researchers in the future. First of all, after completing this study, the researcher has found out there are some space for cultivating the quality of this study in future. The accuracy and reliability of the result can be improved by increasing the sample size more than 384 respondents.

Next, the time frame for conducting survey should be expanding in order for the research to get adequate time to distribute and collect from large number of respondents. For the current study, researchers have only chosen and focus on Klang Valley and distributed the questionnaire which might not be comprehensive enough to represent to whole population. Thus, to obtain large sample

size, the researchers can distribute to all stages to know about their preferences in purchasing slimming coffee products.

Besides that, future researcher can further their study by using other independent variables that can determine the effect of marketing mix strategy on consumer preferences in purchasing slimming coffee product. However, researchers have to be more caution when choosing the right one as the right variable can improved the value.

Lastly, the researchers are recommended to use interview when conducting the survey. The usage of interview will reduce the limitation by using questionnaire where people can directly understand the question that asked by the researchers rather than interpreted the questionnaire question.

5.8 CONCLUSION

As the conclusion, this research has the basically study about the effect of marketing mix strategy on consumer preferences of Slimming Coffee among the randomly 384 people. The demand of Slimming Coffee product due to the health risk become commons need and most people nowadays due to the simple one such ready to drink or in sachet. The increasing demand of Slimming Coffee Product should have some interesting factors that affect consumer to purchase it. In this research, four important factors are chosen to run the whole research.

The research is to investigate the factors (product, price, place, and promotion) which affecting consumer preferences of slimming coffee product among randomly 384 people. Total number of 384 questionnaires was being distributed, the data collected was processed and analysed using SPSS 25.0 in which outcome generated included both descriptive and inferential analysis. After the analysis, place have significant positive relationship with the consumer preferences of randomly 384 people. Meanwhile, price, promotion and product have no relationship with the dependent variable.

In conclusion, the research had met its main objectives by validating that place were significant influence the consumer preferences while price, product and promotion having less impact to the dependent variable. After this research, Sayyidati HQ could stress on those factors

to attract more customers and keep developing the Slimming Coffee Product in Malaysia. Future researchers may fully use the knowledge in this research to make amendment or reference purpose. Thus, this research gives a clearer picture of exploring the influences of marketing mix strategies on consumer preference in purchasing slimming coffee product among the randomly 384 people.

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APPENDICES

APPENDIX A: GANTT CHART

SESSION: DEC 2019

DEPARTMENT: COMMERCE

COURSE: DPM5063 INTRODUCTION TO MARKETING RESEARCH

ACTIVITIES	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13
Choose title with supervisor													
Discuss about the issues													
Discuss introduction proposal													
Discuss chapter 1 Discuss questionnaire													
Checking chapter 1 & questionnaire Discuss chapter 2 and 3													
Checked proposal													
Distributed questionnaire													
Prepare report until chapter 5													
Analyse data using SPSS Discuss chapter 4													
Checked chapter 4													
Discuss chapter 5													
Checked report chapter 1-5 Prepare slide for presentation													
Presentation BMEX													

APPENDIX B: QUESTIONNAIRE



THE INFLUENCES OF MARKETING MIX STRATEGIES OF CONSUMER PREFERENCES IN PURCHASING SLIMMING COFFEE PRODUCT

Dear respondent,

With reference to the above, we are pleased to inform you that we are conducting a survey that examine the influences of marketing mix strategies of consumer preferences in purchasing slimming coffee product. Currently we are in the process of collecting data for writing our study as a requirement for our course. Accordingly, this questionnaire has been designed to collect certain information from the consumer at Klang Valley.

We would appreciate if you could extend your support by participating in the survey which is an integral part of our study project. This study is under the course of DPM5063 Introduction to Marketing Research at Politeknik Sultan Salahuddin Abdul Aziz Shah. The results from this research is for academic and not for commercial purposes.

This questionnaire should not take more than 15 minutes to be completed. Kindly spare some of your valuable time to complete this questionnaire. We would also like to assure you that your response would be kept strictly confidential.

Thank you in advance for your cooperation and for further information, please do not hesitate to contact us.

Sincerely yours,

SITI NAJIHAH BT ABDULLAH

FATIN SYAFIQAH BT MOHD SOFIAN

FATIN NUR ZALIFAH BT ZALIHIN

MUHAMMAD NAJMI BIN ZULKIFLEE

PART 1: GENERAL QUESTIONS

Please **TICK (/)** your answer and your answers will be kept strictly confidential.

1. Do you have weight problem?

- Yes
- No

2. Do you have any kind of disease below?

- No
- Obesity
- Diabetes
- Heart attack
- Blood pressure
- Others (Please Specify: _____)

3. How many times do you consume the slimming coffee per day?

- 1
- 2
- Others (Please specify: _____)

4. Which of the following is the most important factor when you decide to buy a slimming coffee?

- Price
- Flavour
- Benefits
- Packaging

5. What is your favourite brand of slimming coffee?

- D'Herbs
- V Asia
- CNI
- Others (Please Specify: _____)

6. Do you prefer buying slimming coffee through?

- Online
- Offline

PART 2: CONSUMER PREFERENCES

This section is seeking your opinion about consumer preferences for slimming coffee in Klang Valley. Respondents are asked to determine whether they agreed or disagreed with each question stated using five like scale [(1) = strongly disagree, (2) = disagree, (3) = slightly disagree, (4) = agree, (5) = strongly agree] response framework. Please **CIRCLE** one number per question to determine whether you agree or disagree with the following questions.

1. PRODUCT

Code	Questions	Strongly disagree	Disagree	Either disagree/ agree	Agree	Strongly agree
PD 1	Choosing coffee product are good to ensure my health.	1	2	3	4	5
PD 2	Slimming coffee product are safe to drink.	1	2	3	4	5
PD 3	Slimming coffee can reduce weight problem.	1	2	3	4	5
PD 4	Coffee products contain more vitamin and antioxidant	1	2	3	4	5
PD 5	Slimming coffee are better quality and less associated with health risk	1	2	3	4	5

2. PRICE

Code	Questions	Strongly disagree	Disagree	Either disagree/ agree	Agree	Strongly agree
PR 1	I would buy slimming coffee product in the near future.	1	2	3	4	5
PR 2	I intend to buy slimming coffee product for my long-term health benefits.	1	2	3	4	5
PR 3	I prefer to buy slimming coffee products in regular basis.	1	2	3	4	5
PR 4	I intend to buy slimming coffee product because they are concern about food safety.	1	2	3	4	5
PR 5	I prefer to buy slimming coffee that are safe to consume.	1	2	3	4	5

3. PROMOTION

code	questions	Strongly disagree	Disagree	Either disagree/ agree	Agree	Strongly agree
PT 1	Cheap price is the factor that will stimulate me to buy slimming coffee.	1	2	3	4	5
PT 2	Price off influence me to purchase slimming coffee.	1	2	3	4	5
PT 3	Effective promotion influences me to purchase slimming coffee.	1	2	3	4	5
PT 4	Free gift encourages me to purchase slimming coffee.	1	2	3	4	5
PT 5	I will buy slimming coffee with discount on first purchase.	1	2	3	4	5

4. PLACE

Code	Questions	Strongly disagree	Disagree	Either disagree/agree	Agree	Strongly agree
PL 1	I prefer to buy from website that provides me with quality of information.	1	2	3	4	5
PL 2	I prefer to buy slimming coffee at convenience store.	1	2	3	4	5
PL 3	Easy for me to purchase slimming coffee through online.	1	2	3	4	5
PL 4	Place of sale is important factor for me.	1	2	3	4	5
PL5	Online shop is one of the best platforms to purchase slimming coffee.	1	2	3	4	5

5. CONSUMER PREFERECES

Code	Questions	Strongly disagree	Disagree	Either disagree/agree	Agree	Strongly agree
CF 1	I intend to buy slimming coffee product.	1	2	3	4	5
CF 2	I search for information about slimming coffee.	1	2	3	4	5
CF 3	I prefer slimming coffee product.	1	2	3	4	5
CF 4	Purchasing slimming coffee product is beneficial for my daily life.	1	2	3	4	5
CF5	I willing recommend to my friend to buy slimming coffee product.	1	2	3	4	5

PART 3: DEMOGRAPHIC QUESTION

For demographic profile in this section, we would like you to fill in some of your personal details. Please **TICK (/)** your answer and your answers will keep strictly confidential.

1. Gender

- Male
- Female

2. Age

- 17-25
- 26-35
- 36-45
- 46-55
- >56

3. Race

- Malay
- Indian
- Chinese
- Others (Please Specify: _____)

4. Marital status

- Single
- Married
- Others (Please Specify: _____)

5. Occupations

- Students
- Government sector
- Private sector
- Others (Please Specify: _____)

6. Income

- 0- RM1000
- RM1100-RM2500
- RM2600-RM3500
- >RM3600

7. BMI

Height (cm): _____

Weight (kg): _____

APPENDIX C: RESULTS OF RELIABILITY TEST

DEMOGRAPHIC

· Frequencies

Statistics

age

N	Valid	384
	Missing	0

age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-25	323	84.1	84.1	84.1
	26-35	47	12.2	12.2	96.4
	36-45	13	3.4	3.4	99.7
	46-55	1	.3	.3	100.0
	Total		384	100.0	100.0

→ Frequencies

Statistics

gender

N	Valid	384
	Missing	0

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	135	35.2	35.2	35.2
	female	249	64.8	64.8	100.0
Total		384	100.0	100.0	

Frequencies

Statistics

race

N	Valid	384
	Missing	0

race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	malay	346	90.1	90.1	90.1
	indian	17	4.4	4.4	94.5
	chinese	16	4.2	4.2	98.7
	others	5	1.3	1.3	100.0
	Total	384	100.0	100.0	

▸ Frequencies

Statistics

marital_status

N	Valid	384
	Missing	0

marital_status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	333	86.7	86.7	86.7
	married	48	12.5	12.5	99.2
	others	3	.8	.8	100.0
	Total	384	100.0	100.0	

· Frequencies

Statistics

occupations

N	Valid	384
	Missing	0

occupations

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid students	307	79.9	79.9	79.9
government sector	34	8.9	8.9	88.8
private sector	40	10.4	10.4	99.2
others	3	.8	.8	100.0
Total	384	100.0	100.0	

➔ Frequencies

Statistics

income

N	Valid	384
	Missing	0

income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-RM1000	301	78.4	78.4	78.4
RM1100-RM2500	57	14.8	14.8	93.2
RM2600-3500	22	5.7	5.7	99.0
>RM3600	4	1.0	1.0	100.0
Total	384	100.0	100.0	

► Frequencies

Statistics

BMI

N	Valid	384
	Missing	0

BMI

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	underweight	12	3.1	3.1	3.1
	normal	256	66.7	66.7	69.8
	overweight	96	25.0	25.0	94.8
	obese	20	5.2	5.2	100.0
	Total	384	100.0	100.0	

APPENDIX D: RESULTS OF RELIABILITY TEST

PRODUCT

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded ^a	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.863	.864	5

Item Statistics

	Mean	Std. Deviation	N
PD1	3.47	1.054	384
PD2	3.28	1.027	384
PD3	3.41	1.051	384
PD4	3.39	.958	384
PD5	3.24	1.035	384

Inter-Item Correlation Matrix

	PD1	PD2	PD3	PD4	PD5
PD1	1.000	.540	.439	.418	.460
PD2	.540	1.000	.616	.566	.667
PD3	.439	.616	1.000	.598	.629
PD4	.418	.566	.598	1.000	.665
PD5	.460	.667	.629	.665	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PD1	13.33	11.902	.549	.322	.869
PD2	13.51	10.919	.741	.558	.820
PD3	13.39	11.026	.699	.504	.831
PD4	13.40	11.604	.687	.507	.834
PD5	13.55	10.822	.750	.593	.817

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.79	17.005	4.124	5

PRICE

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded ^a	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.918	.917	5

Item Statistics

	Mean	Std. Deviation	N
PR1	3.19	1.065	384
PR2	3.20	1.124	384
PR3	3.18	1.034	384
PR4	3.32	1.092	384
PR5	3.67	1.038	384

Inter-Item Correlation Matrix

	PR1	PR2	PR3	PR4	PR5
PR1	1.000	.782	.722	.710	.618
PR2	.782	1.000	.712	.746	.603
PR3	.722	.712	1.000	.794	.565
PR4	.710	.746	.794	1.000	.642
PR5	.618	.603	.565	.642	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PR1	13.37	13.958	.814	.685	.894
PR2	13.36	13.547	.818	.693	.893
PR3	13.38	14.251	.801	.686	.897
PR4	13.24	13.647	.834	.722	.889
PR5	12.89	15.055	.675	.470	.921

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.56	21.573	4.645	5

PROMOTION

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded ^a	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.917	.918	5

Item Statistics

	Mean	Std. Deviation	N
PT1	3.59	1.146	384
PT2	3.58	1.081	384
PT3	3.60	1.050	384
PT4	3.73	1.046	384
PT5	3.66	1.057	384

Inter-Item Correlation Matrix

	PT1	PT2	PT3	PT4	PT5
PT1	1.000	.798	.655	.597	.611
PT2	.798	1.000	.728	.670	.661
PT3	.655	.728	1.000	.742	.670
PT4	.597	.670	.742	1.000	.783
PT5	.611	.661	.670	.783	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PT1	14.58	14.004	.754	.655	.907
PT2	14.58	13.962	.824	.725	.891
PT3	14.57	14.340	.798	.654	.897
PT4	14.43	14.382	.795	.702	.898
PT5	14.50	14.460	.772	.654	.902

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.17	21.784	4.667	5

PLACE

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded ^a	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.819	.818	5

Item Statistics

	Mean	Std. Deviation	N
PL1	3.58	1.100	384
PL2	3.61	1.028	384
PL3	3.41	1.039	384
PL4	3.71	1.015	384
PL5	3.42	1.039	384

Inter-Item Correlation Matrix

	PL1	PL2	PL3	PL4	PL5
PL1	1.000	.287	.695	.412	.647
PL2	.287	1.000	.265	.486	.311
PL3	.695	.265	1.000	.413	.747
PL4	.412	.486	.413	1.000	.470
PL5	.647	.311	.747	.470	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PL1	14.16	9.969	.668	.529	.765
PL2	14.13	11.864	.409	.248	.839
PL3	14.33	10.100	.703	.636	.755
PL4	14.03	10.989	.564	.360	.796
PL5	14.32	9.988	.723	.612	.749

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.74	15.817	3.977	5

CONSUMER PREFERENCES

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded ^a	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.861	.861	5

Item Statistics

	Mean	Std. Deviation	N
CF1	3.13	1.071	384
CF2	3.20	1.021	384
CF3	3.16	1.068	384
CF4	3.17	1.078	384
CF5	3.25	1.075	384

Inter-Item Correlation Matrix

	CF1	CF2	CF3	CF4	CF5
CF1	1.000	.577	.610	.428	.504
CF2	.577	1.000	.570	.547	.360
CF3	.610	.570	1.000	.652	.625
CF4	.428	.547	.652	1.000	.651
CF5	.504	.360	.625	.651	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CF1	12.78	12.186	.643	.489	.841
CF2	12.71	12.597	.621	.480	.846
CF3	12.76	11.427	.772	.599	.807
CF4	12.74	11.775	.703	.579	.825
CF5	12.66	12.089	.655	.535	.838

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.91	18.141	4.259	5

APPENDIX E: RESULT OF DESCRIPTIVE ANALYSIS (MEAN)

PRODUCT

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PD1	384	1	5	3.47	1.054
PD2	384	1	5	3.28	1.027
PD3	384	1	5	3.41	1.051
PD4	384	1	5	3.39	.958
PD5	384	1	5	3.24	1.035
Valid N (listwise)	384				

PRICE

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PR1	384	1	5	3.19	1.065
PR2	384	1	5	3.20	1.124
PR3	384	1	5	3.18	1.034
PR4	384	1	5	3.32	1.092
PR5	384	1	5	3.67	1.038
Valid N (listwise)	384				

PROMOTION

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PT1	384	1	5	3.59	1.146
PT2	384	1	5	3.58	1.081
PT3	384	1	5	3.60	1.050
PT4	384	1	5	3.73	1.046
PT5	384	1	5	3.66	1.057
Valid N (listwise)	384				

PLACE

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PL1	384	1	5	3.58	1.100
PL2	384	1	5	3.61	1.028
PL3	384	1	5	3.41	1.039
PL4	384	1	5	3.71	1.015
PL5	384	1	5	3.42	1.039
Valid N (listwise)	384				

CONSUMER PREFERENCES

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CF1	384	1	5	3.13	1.071
CF2	384	1	5	3.20	1.021
CF3	384	1	5	3.16	1.068
CF4	384	1	5	3.17	1.078
CF5	384	1	5	3.25	1.075
Valid N (listwise)	384				

PEARSON CORRELATION COEFFICIENT

Correlations

		PRODUCT	PRICE	PROMOTION	PLACE	CONSUMER PREFERENC ES
PRODUCT	Pearson Correlation	1	.757**	.627**	.596**	.063
	Sig. (2-tailed)		.000	.000	.000	.218
	N	384	384	384	384	384
PRICE	Pearson Correlation	.757**	1	.651**	.599**	.044
	Sig. (2-tailed)	.000		.000	.000	.386
	N	384	384	384	384	384
PROMOTION	Pearson Correlation	.627**	.651**	1	.693**	.092
	Sig. (2-tailed)	.000	.000		.000	.071
	N	384	384	384	384	384
PLACE	Pearson Correlation	.596**	.599**	.693**	1	.174**
	Sig. (2-tailed)	.000	.000	.000		.001
	N	384	384	384	384	384
CONSUMERPREFEREN CES	Pearson Correlation	.063	.044	.092	.174**	1
	Sig. (2-tailed)	.218	.386	.071	.001	
	N	384	384	384	384	384

** . Correlation is significant at the 0.01 level (2-tailed).