

Title of Thesis	A Study Of Trust And The Direct Selling Business In Miri
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Date of Submission	August 2015
Student Thesis Code	2015/AUG/TIUCT/BBAIB/05

ABSTRACT

Direct selling business is a kind of business that can give a chance to everyone to become own boss and self-play the own talent or ability. This business need to have a good relationship with customers to build up the high level of trust among each others. Trust is hard to build up if there is no deeper understanding about the direct selling. However, not everyone are fully understand and trusting on the direct selling business. This might affect the level of trust among distributors and customers. Therefore, the researcher would like to do the research on trust and the direct selling business in Miri.

The purpose of researcher to do this research is wanted to find out the trust and the direct selling business in Miri. This research might help distributors to understand the customers' needs and also help customers to understand themselves about their level of trust and level of understanding towards the direct selling business. Besides that, this research help researcher to find out the reason of customers is going to resist the direct selling business. The advantages and disadvantages of direct selling business also can know it clearly through this research. Then, distributors can find out which type of attitude is most important for customers.

Researchers are going to conduct the quantitative method (questionnaire) to collect the data. The research questions will insert into the questionnaire included the background of the respondents. Thus, the questionnaire divided into six parts which are from part A to Part F. 50 pieces of questionnaire will be preparing and distribute to respondents in Miri. Researcher designs the questionnaire with giving respondents to indicate their level of agreement according to the research questions.