

APPENDICES

APPENDIX A
SURVEY QUESTIONNAIRE

1. ENGLISH /MALAY VERSION
2. CHINESE VERSION



UNIVERSITY OF MALAYA
The Faculty of Business and Accountancy
Master of Business Administration

SURVEY ON DIETARY SUPPLEMENTS

Dear Sir/Madam,

This survey is conducted as part of a research project, which shall be submitted in part completion of the Master of Business Administration degree from the University of Malaya.

I am therefore inviting you to participate in this survey by filling up the attached questionnaire. The said questionnaire is constructed in a straightforward manner and easy to answer which should take not more than 15 minutes of your valuable time. Please be advised that all information will be treated with the strictest confidentiality and only the aggregate data will be analyzed.

Please answer all questions in all the sections (Section A to Section C) and send back the completed questionnaire by 15 February 2005.

Thank you for your valuable assistance in participating in the survey.

KAJISELIDIK BERKENAAN SUPLEMEN

Kepada Encik/Cik,

Penyelidikan ini dikendalikan sebagai sebahagian dari tesis yang mana akan dikemukakan bagi penanganugerahan Sarjana Pentadbiran Pemiagaan (MBA) di Universiti Malaya.

Anda dijemput untuk menyertai kajiselidik ini dengan mengisi soalan kajiselidik yang terlampir. Soalan kajiselidik ini mudah dan dijangka dapat dijawab dalam masa 15 minit. Semua maklumat akan digunakan untuk kajian statistik dan diperakukan sebagai sulit. Maklumat peribadi anda adalah sulit kerana anda tidak perlu menulis nama anda dalam soalan kajiselidik ini.

Sila jawab semua soalan dalam semua bahagian (Bahagian A ke Bahagian C) dan hantar balik dengan kajiselidik yang telah dilengkapi sebelum 15 Februari 2005.

Terima kasih atas bantuan anda untuk menjayakan kajiselidik ini.

Prepared by, *Disediakan oleh,*

Lee Lai Ching (sandrallc@yahoo.com)

University of Malaya

Please answer this question before beginning.

Sila jawab soalan ini sebelum mula.

In the past 1 year, have you taken any dietary supplements for at least one week (*) ?

*Dalam 1 tahun yang lepas, adakah anda pernah mengambil sebarang suplemen selama sekurang-kurangnya satu minggu (*) ?*

Yes Ya

No Tiada

For your information, dietary supplements are products such as

1. Vitamins - Vitamin C, vitamin A, Vitamin E, multivitamins etc.

2. Minerals - calcium, magnesium, zinc etc.

3. Herbal/Others - Spirulina, Echinacea, Omega-3 oil, Evening primrose oil, lecithin, ginkgo boloba, royal jelly, ginseng, bee pollen, chicken essence, etc.

If yes, please continue with the questions on the next page.

Seandainya ya, sila ke mukasurat kemudian untuk menjawab soalan selanjutnya.

Part A Bahagian A

Please read each of the statements below and indicate your agreement or disagreement with each statement. There are no right or wrong answers to any of these statements.

Silalah baca setiap kenyataan berikut dan nyatakan tahap persetujuan atau tidak setuju anda terhadap setiap kenyataan itu.

Terdapat sebarang jawapan betul atau salah terhadap mana-mana kenyataan tersebut.

The agree-disagree levels are from left to right as follows:-

Tahap setuju-tidak setuju adalah dari kiri ke kanan seperti berikut :-

Strongly Disagree <i>Sangat tidak Setuju</i>	Slightly Disagree <i>Sedikit Setuju</i>	Neutral <i>Neutral</i>	Slightly Agree <i>Sedikit setuju</i>	Strongly Agree <i>Sangat setuju</i>
1	2	3	4	5

Please **CIRCLE** the number that closely reflects your feelings. The higher the number, the more you tend to agree with the statement.

Sila **BULATKAN** nombor yang paling menghampiri pendapat anda. Semakin tinggi nombor itu, semakin setuju anda dengan kenyataan tersebut.

Example Contoh

If your level of agreement towards the statement is strong, you would circle the number as shown below.

Sekiranya tahap persetujuan anda terhadap kenyataan itu kuat, anda boleh bulatkan nombor seperti berikut.

	Strongly Disagree <i>Sangat tidak setuju</i>	Slightly Disagree <i>Sedikit tidak setuju</i>	Neutral <i>Neutral</i>	Slightly Agree <i>Sedikit setuju</i>	Strongly Agree <i>Sangat setuju</i>
I usually watch the advertisement for sales. <i>Saya biasanya memerhatikan iklan untuk jualan murah .</i>	1	2	3	4	5

However if you disagree towards the statement slightly, you would circle the number as below:-

Sekiranya anda tidak setuju terhadap kenyataan itu sedikit, anda boleh **BULATKAN** nombor seperti berikut.

	Strongly Disagree <i>Sangat tidak setuju</i>	Slightly Disagree <i>Sedikit tidak setuju</i>	Neutral <i>Neutral</i>	Slightly Agree <i>Sedikit setuju</i>	Strongly Agree <i>Sangat setuju</i>
I usually watch the advertisement for sales. <i>Saya biasanya memerhatikan iklan untuk jualan murah .</i>	1	2	3	4	5

Please **CIRCLE ONE** number for each statement.

Ata **BULATKAN SATU** nombor yang bersesuaian bagi setiap kenyataan.

No.	Statements <i>Kenyataan</i>	Strongly Disagree <i>Sangat Tidak Setuju</i>	Slightly Disagree <i>Sedikit Tidak Setuju</i>	Neutral <i>Neutral</i>	Slightly Agree <i>Sedikit Setuju</i>	Strongly Agree <i>Sangat Setuju</i>
1	I usually watch the advertisement for sales. <i>Saya biasanya memerhatikan iklan untuk jualan murah.</i>	1	2	3	4	5
2	My choice of brands for many products is influenced by advertisements and commercials. <i>Jenama pilihan saya untuk banyak produk adalah dipengaruhi oleh iklan dan komersil.</i>	1	2	3	4	5
3	Everyone should take vitamins. <i>Setiap orang harus mengambil vitamin.</i>	1	2	3	4	5
4	I like to try new and different products. <i>Saya suka mencuba produk yang baru dan berlainan.</i>	1	2	3	4	5
5	I often read books and articles on "health" matters. <i>Saya kerap membaca buku dan artikel yang berkait dengan "kesihatan".</i>	1	2	3	4	5
6	When I see a new brand on the shelf, I often buy it just to see what it is like. <i>Bila saya melihat suatu jenama baru di atas rak, saya kerap membelinya untuk melihat bagaimana ianya.</i>	1	2	3	4	5
7	I can save a lot of money by shopping around for bargains. <i>Saya dapat menjimat banyak wang dengan membeli-belah di kedai yang mempunyai tawaran murah.</i>	1	2	3	4	5
8	Smoking is bad for health. <i>Merokok adalah tidak baik untuk kesihatan.</i>	1	2	3	4	5
9	I exercise regularly. <i>Saya sentiasa bersenam.</i>	1	2	3	4	5
10	I worry a lot. <i>Saya banyak berasa bimbang.</i>	1	2	3	4	5
11	I believe that a person's most important asset is his/her health. <i>Saya percaya bahawa harta terpenting bagi seseorang ialah kesihatannya.</i>	1	2	3	4	5
12	I catch a cold very often. <i>Saya kerap mengalami selsema.</i>	1	2	3	4	5
13	I am careful about my diet. <i>Saya amat berhati-hati dengan diet saya.</i>	1	2	3	4	5
14	I find myself checking the prices even for small items. <i>Saya mendapati diri saya akan memeriksa harga walaupun untuk barang yang kecil.</i>	1	2	3	4	5
15	I usually read the words on the label of the dietary supplements which I buy/take. <i>Saya biasanya membaca perkataan pada label suplemen yang saya beli / ambil.</i>	1	2	3	4	5

No.	Statements <i>Kenyataan</i>	Strongly Disagree <i>Sangat Tidak Setuju</i>	Slightly Disagree <i>Sedikit Tidak Setuju</i>	Neutral <i>Neutral</i>	Slightly Agree <i>Sedikit Setuju</i>	Strongly Agree <i>Sangat Setuju</i>
16	I hardly ever get a headache. <i>Saya jarang sekali mendapat sakit kepala.</i>	1	2	3	4	5
17	Everything is changing too fast today. <i>Sekarang, segalanya berubah dengan terlalu pantas.</i>	1	2	3	4	5
18	I exercise to keep fit. <i>Saya bersenam untuk menjaga kesihatan.</i>	1	2	3	4	5
19	I will try samples of dietary supplements if given. <i>Saya akan mencuba sampel suplemen jika diberi.</i>	1	2	3	4	5
20	I usually compare prices before buying. <i>Saya biasanya membanding harga sebelum membeli sesuatu.</i>	1	2	3	4	5
21	Alcoholic drink is undesirable for health. <i>Minuman beralkohol adalah tidak baik untuk kesihatan.</i>	1	2	3	4	5
22	My friend usually give me pretty good advice on what brands of things to buy. <i>Kawan saya biasanya memberi nasihat yang cukup baik tentang jenama barang apa untuk dibeli.</i>	1	2	3	4	5
23	I prefer to buy quality products even though they maybe high priced. <i>Saya lebih suka membeli produk yang bermutu walaupun ia mungkin lebih mahal.</i>	1	2	3	4	5
24	I walk or jog for exercise. <i>Saya berjalan atau jogging untuk senaman.</i>	1	2	3	4	5
25	I am willing to stock more than one brand of dietary supplement at home. <i>Saya sanggup menyimpan lebih dari satu jenama suplemen di rumah.</i>	1	2	3	4	5
26	I do not smoke. <i>Saya tidak merokok.</i>	1	2	3	4	5
27	I hate to lose at anything. <i>Saya tidak suka kehilangan dalam sebarang perkara.</i>	1	2	3	4	5
28	I enjoy outdoor activities. <i>Saya gemar aktiviti-aktiviti luar.</i>	1	2	3	4	5
29	I drink alcohol excessively. <i>Saya minum alkohol dengan berlebihan.</i>	1	2	3	4	5
30	If I cannot get my usual brand of dietary supplement, I will get another brand. <i>Sekiranya saya tidak dapat jenama suplemen yang lazim saya guna, saya akan mendapatkan jenama yang lain.</i>	1	2	3	4	5
31	I frequently purchase "health food"/"natural food". <i>Saya kerap membeli "makanan yang berkhasiat"/"makanan yang semulajadi".</i>	1	2	3	4	5
32	My daily schedule is very hectic. <i>Jadual harian saya amatlah sibuk.</i>	1	2	3	4	5

No.	Statements Kenyataan	Strongly Disagree Sangat Tidak Setuju	Slightly Disagree Sedikit Tidak Setuju	Neutral Neutral	Slightly Agree Sedikit Setuju	Strongly Agree Sangat Setuju
33	I do other other exercises besides walking/jogging. <i>Saya ada buat senaman lain selain dari</i>	1	2	3	4	5
34	I shop a lot for "specials". <i>Saya berbelanja banyak semasa ada jualan.</i>	1	2	3	4	5
35	I spend a lot of time talking with my friends about products and brands. <i>Saya banyak mengambil masa bercakap dengan kawan saya berkenaan produk dan jenama.</i>	1	2	3	4	5
36	I am more health conscious than most of my friends. <i>Saya lebih mementingkan tentang kesihatan berbanding kebanyakan kawan saya.</i>	1	2	3	4	5
37	I generally try to buy products known for its quality. <i>Pada amnya, saya cuba membeli barang yang mutunya dikenali.</i>	1	2	3	4	5
38	I often try new brands before my friends and neighbours do. <i>Saya kerap mencuba jenama baru sebelum kawan dan jiran saya mencubanya.</i>	1	2	3	4	5
39	I often seek out the advice of my friends regarding which brand to buy. <i>Saya kerap mendapatkan nasihat dari kawan saya tentang jenama mana untuk dibeli.</i>	1	2	3	4	5
40	I do not mind to pay extra for quality. <i>Saya tidak kisah membayar lebih wang untuk mendapatkan mutu yang baik.</i>	1	2	3	4	5
41	You get what you pay for. <i>Anda mendapat barangan yang setimpal dengan apa yang dibayar.</i>	1	2	3	4	5
42	Knowing a salesperson in the store makes my shopping far more enjoyable. <i>Mengenali seseorang jurujual dalam kedai menyorokkan masa membeli-belah saya.</i>	1	2	3	4	5

Part B Bahagian B

This section seeks to learn about your dietary supplement consumption behaviour (eg. vitamins, minerals and herbal products). Please read the following questions and mark "X" at the appropriate box.

Bahagian ini bertujuan untuk mengenali tabiat anda untuk mengambil suplemen (contoh: vitamin, mineral dan produk berasaskan herba). Sila baca soalan-soalan berikut dan tandakan "X" pada kotak yang bersesuaian.

3. Which of the following supplements do you normally/occasionally take? (Can "X" more than one)
Di antara yang berikut, suplemen mana yang anda biasa/kadang-kala ambil? (Anda boleh "X" lebih dari satu)

- 1 Vitamins (eg. individual vitamin A or C or E or B complex, etc.)
- 2 Multivitamins (eg. Pharmaton, Appeton, Supradyn, Vidaylin etc.)
- 3 Minerals (eg. calcium, magnesium, potassium, zinc, etc.)
- 4 Others (Pls specify) *Lain-lain (Sila nyatakan)*

(eg. spirulina, echinacea, tongkat ali, omega-3-oil, evening primrose oil, lecithin, ginkgo biloba, royal jelly, ginseng, bee pollen, etc.)

4. How often do you take supplements like vitamins, minerals, herbal products and others?

Berapa kerap anda mengambil suplemen seperti vitamin, mineral, produk berasaskan herba dan sebagainya?

- 1 Everyday *Setiap hari*
- 2 A few times in a week *Beberapa kali dalam seminggu*
- 3 A few times in a month *Beberapa kali dalam sebulan*
- 4 A few times in a year *Beberapa kali dalam setahun*
- 5 As and when I like *Bila saya suka*
- 6 Never use at all *Tidak ambil langsung*

5. Generally, you consider yourself as a _____ user of dietary supplement (Pls "X" ONE box only)

Pada amnya, anda menganggap diri anda adalah pengguna suplemen yang _____ (sila tanda SATU kotak sahaja)

- 1 Heavy *Tinggi*
- 2 Moderate *Separa banyak*
- 3 Light *Sedikit*
- 4 Others (Pls specify) *Lain-lain (Sila nyatakan)*

16. Which of these supplement brands do you normally use? (you can "X" more than one box)

Jenama suplemen mana yang anda biasa ambil? (anda boleh "X" lebih dari satu kotak)

- 1 Kordel
 - 2 Blackmores
 - 3 Bio-Life
 - 4 Nutrilite
 - 5 VitaHealth
 - 6 Seven Seas
 - 7 Pharmaton
 - 8 Natopherol
 - 9 Others (Pls specify) *Lain-lain (Sila nyatakan)*
-

17. Where do you usually get information about dietary supplements?

Di manakah anda biasa mendapatkan maklumat tentang suplemen?

- | | | | |
|---|--------------------------|------------------|------------------------------|
| 1 | <input type="checkbox"/> | Friends | <i>Kawan-kawan</i> |
| 2 | <input type="checkbox"/> | Family/relatives | <i>Keluarga/saudara-mara</i> |
| 3 | <input type="checkbox"/> | Newspaper | <i>Suratkhabar</i> |
| 4 | <input type="checkbox"/> | Books/magazines | <i>Buku/majalah</i> |
| 5 | <input type="checkbox"/> | Televsion/radio | <i>Television/radio</i> |
| 6 | <input type="checkbox"/> | Internet | <i>Internet</i> |
| 7 | <input type="checkbox"/> | Sales personnel | <i>Jurujual</i> |
| 8 | <input type="checkbox"/> | Doctor | <i>Doktor</i> |
| 9 | <input type="checkbox"/> | Pharmacist | <i>Ahli Farmasi</i> |

18. What is your main objective of taking dietary supplements?

Apakah tujuan utama anda mengambil suplemen?

- 1 To stay healthy *Untuk menjaga kesihatan*

- | | | | |
|---|--------------------------|----------------------------------|--|
| 2 | <input type="checkbox"/> | To prevent from disease | <i>Untuk mengelak dari mendapat penyakit</i> |
| 3 | <input type="checkbox"/> | To cure disease | <i>Untuk mengubati penyakit</i> |
| 4 | <input type="checkbox"/> | Because people around me take it | <i>Kerana orang di samping saya mengambilnya</i> |
| 5 | <input type="checkbox"/> | Others (Pls specify) | <i>Lain-lain (Sila nyatakan)</i> |
-

49. Where do you normally buy your dietary supplements from?

Di manakah anda biasa membeli suplemen anda?

- | | | | |
|---|--------------------------|--------------------------|----------------------------------|
| 1 | <input type="checkbox"/> | Pharmacy | <i>Kedai Farmasi</i> |
| 2 | <input type="checkbox"/> | Clinic/Hospital | <i>Klinik/Hospital</i> |
| 3 | <input type="checkbox"/> | Supermarket/Hypermarket | <i>Pasaraya/Hipermarket</i> |
| 4 | <input type="checkbox"/> | Chinese medical hall | <i>Kedai ubat Cina</i> |
| 5 | <input type="checkbox"/> | Health food store | <i>Kedai makanan kesihatan</i> |
| 6 | <input type="checkbox"/> | Direct selling companies | <i>Syarikat jualan langsung</i> |
| 7 | <input type="checkbox"/> | Internet | <i>Internet</i> |
| 8 | <input type="checkbox"/> | Others (Pls specify) | <i>Lain-lain (Sila nyatakan)</i> |
-

50. On average, how much do you spend on dietary supplements per month?

Pada puratanya, berapa banyak anda berbelanja untuk membeli suplemen dalam sebulan?

- | | | | |
|---|--------------------------|----------------------|----------------------------------|
| 1 | <input type="checkbox"/> | Less than RM50 | <i>Kurang dari RM50</i> |
| 2 | <input type="checkbox"/> | RM50-RM100 | <i>RM50- RM100</i> |
| 3 | <input type="checkbox"/> | RM100-RM200 | <i>RM100-RM200</i> |
| 4 | <input type="checkbox"/> | Above RM200 | <i>Lebih dari RM200</i> |
| 5 | <input type="checkbox"/> | Others (Pls specify) | <i>Lain-lain (Sila nyatakan)</i> |
-

51. On average, how many times do you buy dietary supplements in a month?

Pada puratanya, berapa kali anda membeli suplemen dalam sebulan?

- | | | | |
|---|--------------------------|-------------------------|---------------------------------|
| 1 | <input type="checkbox"/> | Once every five months | <i>Sekali dalam 5 bulan</i> |
| 2 | <input type="checkbox"/> | Every other month | <i>Setiap bulan yang lepas</i> |
| 3 | <input type="checkbox"/> | 1 - 2 purchases a month | <i>1 -2 kali dalam sebulan</i> |
| 4 | <input type="checkbox"/> | >2 purchases a month | <i>>2 kali dalam sebulan</i> |

52. Who in your family buys that dietary supplement?

Siapa dalam keluarga anda yang membeli suplemen itu?

- | | | | |
|---|--------------------------|----------------------|----------------------------------|
| 1 | <input type="checkbox"/> | My husband/wife | <i>Suami/steri saya</i> |
| 2 | <input type="checkbox"/> | Myself | <i>Diri sendiri</i> |
| 3 | <input type="checkbox"/> | My children | <i>Anak saya</i> |
| 4 | <input type="checkbox"/> | My parents | <i>Ibubapa saya</i> |
| 5 | <input type="checkbox"/> | Others (Pls specify) | <i>Lain-lain (Sila nyatakan)</i> |
-

Part C Bahagian C

Please mark "X" at the appropriate box regarding yourself.

Sila tandakan "X" pada kotak yang bersesuaian dengan anda.

53	Gender	:	1	<input type="checkbox"/>	Male	Lelaki
	Jantina		2	<input type="checkbox"/>	Female	Perempuan
54	Race	:	1	<input type="checkbox"/>	Malay	Melayu
	Bangsa		2	<input type="checkbox"/>	Chinese	Cina
			3	<input type="checkbox"/>	Indian	India
			4	<input type="checkbox"/>	Others (Pls specify)	Lain-lain (Sila nyatakan)
<hr/>						
55	Age	:	1	<input type="checkbox"/>	Less than 20	Kurang dari 20
	Umur		2	<input type="checkbox"/>	20-29	
			3	<input type="checkbox"/>	30-39	
			4	<input type="checkbox"/>	40-49	
			5	<input type="checkbox"/>	50 and above	50 dan ke atas
			6	<input type="checkbox"/>	60 and above	60 dan ke atas
56	Marital Status	:	1	<input type="checkbox"/>	Single	Bujang
	Taraf perkahwinan		2	<input type="checkbox"/>	Married without Children	Berkahwin tanpa ana
			3	<input type="checkbox"/>	Married with Children	Berkahwin dengan anak
			4	<input type="checkbox"/>	Divorced/Widowed/Separated	Janda/Duda/B.
57	Number of children	:	1	<input type="checkbox"/>	None	Tiada
	Bilangan anak		2	<input type="checkbox"/>	1	
			3	<input type="checkbox"/>	2	
			4	<input type="checkbox"/>	3	
			5	<input type="checkbox"/>	4 and above	4 dan ke atas
58	Highest education level	:	1	<input type="checkbox"/>	Primary school	Sekolah rendah
	Tahap pendidikan tertinggi		2	<input type="checkbox"/>	PMR/SRP/LCE	

- 3 SPM/SPVM/MCE
 4 STPM/HSC/A-Levels
 5 College Diploma *Diploma Kolej*
 6 University Degree/Professional
Ijazah university/kelayakan professional
 7 Others (Pls specify) *Lain-lain (Sila nyatakan)*
-

59 Occupation
Pekerjaan

- : 1 Professional(doctor, lawyer, accountant,etc.)
Professional (doktor, peguam, akauntan dsb.)
 2 Administrative/Managerial *Pentadbiran/Pengurusan*
 3 Sales/Marketing *Jualan/Pemasaran*
 4 Supervisory *Pengawasan/Penyeliaan*
 5 Teacher/Lecturer *Guru/Pensyarah*
 6 Technical *Teknikal*
 7 Own Business *Pemiagaan sendiri*
 8 Not working *Tidak bekerja*
 9 Others (Pls specify) *Lain-lain (Sila nyatakan)*
-

60 Personal Monthly Income
Pendapatan peribadi sebulan

- : 1 Less than RM1,000 *Kurang drp RM1,000*
 2 RM1,000-RM2,000
 3 RM2,000 - RM2,999
 4 RM3,000 - RM3,999
 5 RM4,000 - RM4,999
 6 RM5,000 and above *RM5,000 dan ke atas*

61 Household Monthly Income
Pendapatan keluarga sebulan

- : 1 Less than RM1,000 *Kurang drp RM1,000*
 2 RM1,000-RM2,000
 3 RM2,000 - RM:
 4 RM3,000 - RM:
 5 RM4,000 and ab.
 6 RM5,000 and above

THANK YOU FOR YOUR PARTICIPATION

Terima Kasih Atas Penyertaan Anda



服用補品調查

尊貴的先生/女士:

這調查是有关研究計畫的一部份,也是
在 蘇馬來亞大學商業管理學位論文
的一部份。

我邀請你參與這調查,請你填寫
你的答案於問題上。

這些問題都很直接和容易作答,只
要用不超過十五分鐘就可完成。所
有的資料將被保密。

請回答所有部份的問題 (A 到 C) 及把
回答完整的問題在 2005 年 2 月 15 日之前
寄回給我

謝謝你珍貴的幫忙及參與這次的調查

在开始作答之前, 请答下列问题

你曾经服食过保健品吗?

曾经

不曾

* For your information, dietary supplements are products such as

1. Vitamins - Vitamin C, vitamin A, Vitamin E, multivitamins etc.

2. Minerals - calcium, magnesium, zinc etc.

3. Herbal/Others - Spirulina, Echinacea, Omega-3 oil, Evening primrose oil, lecithin, ginkgo boloba, royal jelly, ginseng, bee pollen, chicken essence, etc.

Part A

请阅读以下每一项说明, 说出你的同意或不同意, 这些说明没有谁的对或错。

同意或不同意的程度由左至右

十分不同意 略为不同意 中立 略为同意 十分同意

1 2 3 4 5

恰当的号码画圈子, 号码大, 同意感觉高。

例子:

如果你对於每项说明有很强烈的同意或不同意你可以圈出下的号码

我通常看销售广告 1 2 3 4 ⑤

如果你不同意, 你可以圈出号码:

十分不同意 略为不同意 中立 略为同意 十分同意

我通常看销售广告 1 ② 3 4 5

10.	每项说明打个圈子	十分不同意	略为不同意	中立	略为同意	十分同意
	说明					
1	我通常看销售广告	1	2	3	4	5
2	我选有广告的产品	1	2	3	4	5
3	每人必须吃维他命	1	2	3	4	5
4	我喜欢试试看不同新产品	1	2	3	4	5
5	我通常看有关健康的书和文章	1	2	3	4	5
6	看到新牌子,我通常买来试	1	2	3	4	5
7	我节省很多钱买便宜货	1	2	3	4	5
8	吸烟有害健康	1	2	3	4	5
9	我有定期运动	1	2	3	4	5
10	我经常担心	1	2	3	4	5
11	我相信人的最重要财产是健康	1	2	3	4	5
12	我经常有感冒	1	2	3	4	5
13	我特别小心我的饮食	1	2	3	4	5
14	小东西我也要查价	1	2	3	4	5
15	通常我阅读贴在保健品的字	1	2	3	4	5
16	我从来没有头痛	1	2	3	4	5

no.	每項說明訂個圈子	十分不 同意	略為 不同意	中立	略為 同意	十分 同意
	說明					
17	現今每件東西變化很快	1	2	3	4	5
18	我運動來保持健康	1	2	3	4	5
19	如果保健品有給樣品 我一定會試用	1	2	3	4	5
20	我通常先比較價錢 才買	1	2	3	4	5
21	酒精飲品有害健康	1	2	3	4	5
22	朋友通常給我好意見 我才買那種牌子	1	2	3	4	5
23	我比較喜歡買有高質的 產品雖然它可能貴很 多	1	2	3	4	5
24	我以走路或跑步來運動	1	2	3	4	5
25	我采意儲存多種保健 品 在家里	1	2	3	4	5
26	我不抽煙	1	2	3	4	5
27	我不喜歡失去任何東西	1	2	3	4	5
28	我享受戶外活動	1	2	3	4	5
29	我飲過多的酒精	1	2	3	4	5
30	如果我得不到通常用的 保健品,我將會用另一 種	1	2	3	4	5
31	我常感疲倦	1	2	3	4	5
32	我每天非常忙碌	1	2	3	4	5
33	除了走路和跑步,我還 做其他運動	1	2	3	4	5
34	遇到大促銷,我花 費很多	1	2	3	4	5
35	我花很多時間跟朋 友談關於產品和牌子	1	2	3	4	5
36	我家里有急救箱	1	2	3	4	5

这部份是要知道你服食保健品的习惯(例如
维他命, 矿物质和草药等产品, 请阅读下列
问题然后在空格内打 'x')

37

- 1 维他命 (维他命 A, C, E 或 B complex)
2 多种维他命
3 矿物质 (钙, 镁, 钾, 等等)
4 其他 (请注明)

(eg. spirulina, echinacea, tongkat ali, omega-3-oil, evening primrose oil, lecithin, ginkgo biloba, royal jelly, ginseng, bee pollen, etc.)

38 你时常怎样来吃维他命, 矿物质品和草药?

- 1 每天
2 一周几次
3 一个月几次
4 一年几次
5 喜欢就吃(服用)
6 从来不吃(服用)

39 什么时候你服用补食品?

- 1 早晨
2 下午
3 晚上
4 喜欢就服用

40 通常我自己认为是 _____ 补品 (在空格
勾一个)

- 1 习惯性服用
2 需要时才服用
3 不常用

11 通常你服用什么牌子？

- 1 Kordel
 - 2 Blackmores
 - 3 Bio-Life
 - 4 Nutrilite
 - 5 VitaHealth
 - 6 Seven Seas
 - 7 Pharmaton
 - 8 Natopherol
 - 9 其他 (請注明)
-

42 你在那里得到補品的資料？

- 1 朋友, 亲戚, 家人
- 2 报纸
- 3 书/杂志
- 4 电视/收音机
- 5 因特网
- 6 推销员
- 7 医生
- 8 药剂师

43 你服用这些補品最大的目的是什么？

- 1 要健康
 - 2 预防病
 - 3 治好病
 - 4 因为人家吃, 我就吃
 - 5 其他 (請注明)
-

通常你在什么地方買这些補品？

- 1 药房
 - 2 医诊所/医院
 - 3 超级市场/Hypermarket
 - 4 藥材店
 - 5 健康食物店
 - 6 直賣商 (Direct selling)
 - 7 因特网
 - 8 其他 (請注明)
-

每月你平均要花多少钱？

- 1 少过 RM50.00
 - 2 RM50-RM100
 - 3 RM100-RM200
 - 4 RM200 以上
 - 5 其他 (請注明)
-

家里那一位成员通常买補品？

- 1 丈夫/妻子
- 2 我自己
- 3 孩子

11C 有关你的资料, 请在空格打 'x'.

47 性

- 1 男
2 女

48 种族

- 1 馬來人
2 華人
3 印度人
4 其他 (請註明)
-

49 年齡

- 1 20 歲以下
2 20-29
3 30-39
4 40-49
5 50 歲以上

50 婚姻状况

- 1 未婚
2 已婚 沒有孩子
3 已婚 有孩子
4 離婚 / 寡女 / 分开

51 孩子人数

- 1 沒有
2 1
3 2
4 3
5 4 个以上

教育高度

- 1 小学
 - 2 PMR/SRP/LCE
 - 3 SPM/SPVM/MCE
 - 4 STPM/HSC/A-Levels
 - 5 学院
 - 6 大学/职业
 - 7 其他 (请注明)
-

53 职业

- 1 职业 (医生, 律师, 会计师)
 - 2 行政/经理
 - 3 推销/销售
 - 4 管理
 - 5 教师/讲师
 - 6 技术
 - 7 生意
 - 8 没有做工
 - 9 其他 (请注明)
-

54 个人每月收入

- 1 不超过 RM1000
- 2 RM1,000-RM2,000
- 3 RM2,000 - RM2,999
- 4 RM3,000 - RM3,999
- 5 RM4,000 - RM4,999
- 6 RM5,000 以上

55 家庭收入

- 1 不超过 RM1000
- 2 RM1,000-RM2,000
- 3 RM2,000 - RM2,999
- 4 RM3,000 - RM3,999
- 5 RM4000 以上
- 6 RM5000 以上

谢谢你的合作与支持

APPENDIX B

FINAL STATISTICS: PRINCIPAL COMPONENT ANALYSIS OF 42 ITEMS

Communalities

	Initial	Extraction
V1	1.000	.686
V2	1.000	.650
V3	1.000	.591
V4	1.000	.584
V5	1.000	.620
V6	1.000	.658
V7	1.000	.676
V8	1.000	.716
V9	1.000	.719
V10	1.000	.680
V11	1.000	.602
V12	1.000	.753
V13	1.000	.607
V14	1.000	.659
V15	1.000	.673
V16	1.000	.651
V17	1.000	.656
V18	1.000	.615
V19	1.000	.583
V20	1.000	.652
V21	1.000	.568
V22	1.000	.632
V23	1.000	.656
V24	1.000	.594
V25	1.000	.565
V26	1.000	.752
V27	1.000	.645
V28	1.000	.637
V29	1.000	.701
V30	1.000	.642
V31	1.000	.451
V32	1.000	.505
V33	1.000	.590
V34	1.000	.623
V35	1.000	.626
V36	1.000	.625
V37	1.000	.658
V38	1.000	.603
V39	1.000	.640
V40	1.000	.700
V41	1.000	.527
V42	1.000	.578

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	6.091	14.503	14.503
2	2.614	6.224	20.726
3	2.370	5.642	26.368
4	2.232	5.313	31.681
5	1.828	4.353	36.034
6	1.663	3.959	39.993
7	1.375	3.274	43.267
8	1.343	3.198	46.465
9	1.310	3.119	49.584
10	1.247	2.968	52.553
11	1.195	2.844	55.397
12	1.168	2.780	58.177
13	1.081	2.574	60.751
14	1.033	2.460	63.211
15	.988	2.352	65.563
16	.948	2.257	67.820
17	.878	2.092	69.912
18	.836	1.990	71.902
19	.812	1.934	73.836
20	.779	1.856	75.692
21	.755	1.797	77.489
22	.713	1.699	79.188
23	.659	1.569	80.757
24	.635	1.511	82.268
25	.625	1.488	83.756
26	.554	1.319	85.076
27	.539	1.282	86.358
28	.525	1.250	87.608
29	.518	1.234	88.842
30	.497	1.183	90.025
31	.467	1.112	91.137
32	.456	1.086	92.223
33	.431	1.026	93.249
34	.405	.965	94.214
35	.391	.931	95.144
36	.362	.861	96.005
37	.327	.778	96.783
38	.304	.723	97.506
39	.295	.701	98.208
40	.279	.664	98.872
41	.251	.596	99.468
42	.223	.532	100.000

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	3.528	8.400	8.400
2	2.473	5.889	14.289
3	2.101	5.002	19.290
4	2.049	4.878	24.168
5	2.017	4.802	28.970
6	1.920	4.572	33.542
7	1.862	4.433	37.975
8	1.769	4.211	42.186
9	1.638	3.901	46.087
10	1.505	3.583	49.670
11	1.476	3.513	53.183
12	1.457	3.469	56.652
13	1.400	3.335	59.986
14	1.354	3.225	63.211
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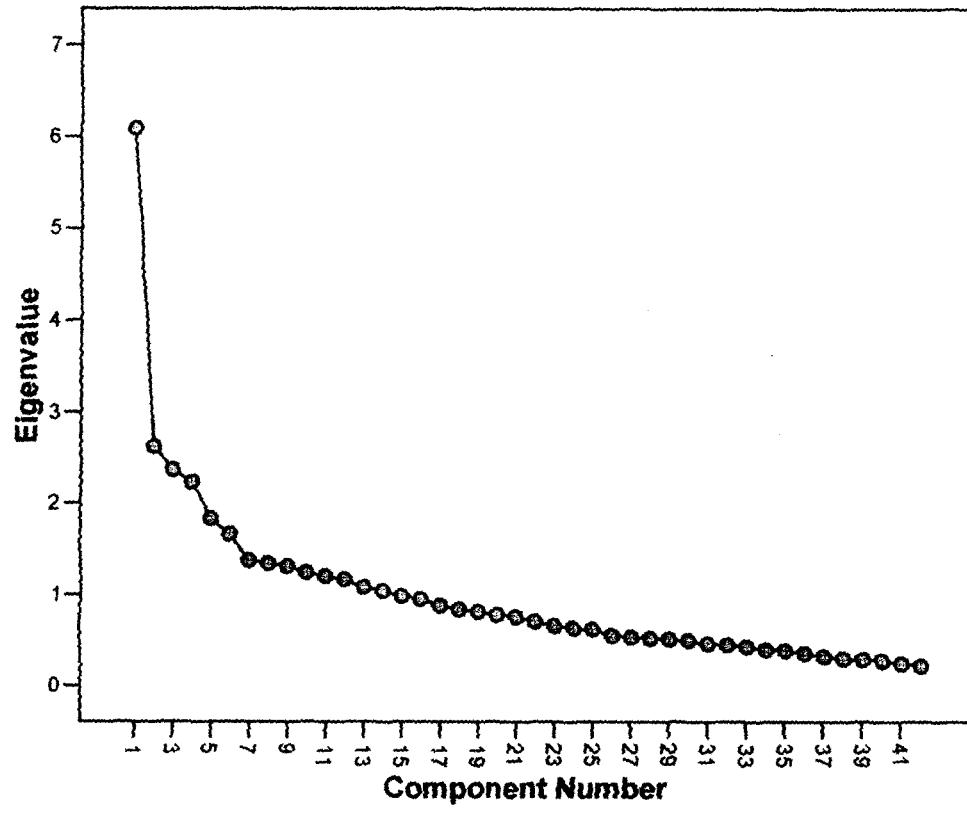
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	6.091	14.503	14.503
2	2.614	6.224	20.726
3	2.370	5.642	26.368
4	2.232	5.313	31.681
5	1.828	4.353	36.034
6	1.663	3.959	39.993
7	1.375	3.274	43.267
8	1.343	3.198	46.465
9	1.310	3.119	49.584
10	1.247	2.968	52.553
11	1.195	2.844	55.397
12	1.168	2.780	58.177
13	1.081	2.574	60.751
14	1.033	2.460	63.211
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Extraction Method: Principal Component Analysis.

Scree Plot



APPENDIX C

VARIMAX ROTATOR FACTOR MATRIX

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
V1	.096	.085	.239	.046	-.005	.041
V2	.065	.007	.134	.011	.206	.038
V3	.091	.045	.063	-.047	.033	.701
V4	.181	.124	.186	.154	.437	.375
V5	.384	.068	.063	.114	.175	.018
V6	.235	.071	-.045	.206	.016	.656
V7	.083	-.098	.675	.030	.199	.219
V8	-.035	.120	.059	-.135	.031	.146
V9	.760	-.047	.106	.045	.037	.182
V10	-.097	-.008	.069	.069	-.044	-.148
V11	.281	.112	.117	-.077	.070	.143
V12	-.004	-.062	.038	.102	.086	.065
V13	.363	-.013	.366	.081	.051	.155
V14	.064	.152	.700	.120	-.168	-.015
V15	.303	.069	-.007	.204	.180	-.053
V16	.054	.093	.099	.015	.207	.019
V17	.121	.180	.086	-.107	.155	.090
V18	.743	.050	.078	.048	.047	.067
V19	.068	-.099	-.070	.202	.606	.062
V20	.180	.029	.686	.084	.083	-.128
V21	.029	-.063	-.040	.270	-.260	-.056
V22	.190	.025	.232	.636	.099	.125
V23	.116	.748	.040	.092	-.035	.063
V24	.710	.219	.031	.024	-.081	.075
V25	-.038	.175	-.178	-.211	.482	.122
V26	.080	.020	.080	.083	.059	-.126
V27	.143	.018	.227	.336	-.224	-.040
V28	.639	.135	.068	-.052	-.032	-.064
V29	-.037	-.022	-.139	.202	.076	-.050
V30	.057	.010	.136	.086	.731	.000
V31	.266	.192	.179	.222	.073	.303
V32	.042	-.066	.021	.534	.073	.014
V33	.714	-.008	.047	.031	.140	.111
V34	-.062	.027	.080	.019	.127	.123
V35	-.126	.092	-.067	.262	.243	.151
V36	.305	.088	.162	.318	.231	.292
V37	.075	.746	.202	-.064	-.043	.132
V38	.170	-.012	-.088	.136	.155	.508
V39	-.063	.165	.037	.699	.072	.095
V40	.020	.736	-.230	.242	.038	.069
V41	.091	.524	.065	-.126	.090	-.240
V42	.158	.441	-.012	-.079	.278	-.051

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

Rotated Component Matrix^a

	Component					
	7	8	9	10	11	12
V1	.749	.091	.099	-.101	.121	.055
V2	.726	-.104	-.012	.125	-.100	-.086
V3	-.015	.044	.243	-.031	.090	-.086
V4	.273	.055	.073	.071	-.059	.162
V5	.040	.164	.183	-.120	.292	-.128
V6	.205	.036	-.155	.189	.045	.069
V7	.194	.073	-.043	-.114	.144	.115
V8	.104	.760	.215	-.046	-.002	-.011
V9	.073	.168	.146	-.076	-.039	.035
V10	.068	-.274	.475	.113	.103	.539
V11	.028	.212	.632	-.083	-.026	.056
V12	-.058	.085	-.052	-.061	-.068	.838
V13	-.128	-.034	.201	-.007	-.163	-.193
V14	.064	-.069	.020	.152	.074	.060
V15	.267	.213	.485	.027	.213	-.193
V16	-.054	.042	.104	-.103	-.013	-.141
V17	.024	-.003	.022	-.102	.736	-.051
V18	.024	.118	.087	-.007	.111	-.022
V19	.130	.023	.090	.163	-.023	.147
V20	.233	.171	.122	.100	-.021	-.065
V21	.301	.406	.220	-.038	.208	-.144
V22	.011	.069	-.034	.118	-.198	-.031
V23	-.056	-.039	.058	.063	.139	-.024
V24	.047	-.091	.060	-.038	.031	-.014
V25	.239	.107	.041	.244	.237	.092
V26	-.144	.777	-.096	.082	-.010	.070
V27	.191	.054	-.029	.469	.308	.212
V28	-.045	-.023	-.074	.373	.111	-.029
V29	-.045	-.074	-.024	.063	.019	.002
V30	-.019	-.007	.048	-.040	.149	-.081
V31	.042	-.033	.118	-.019	.231	-.247
V32	-.286	-.015	-.088	.003	.260	.186
V33	.088	-.098	-.045	-.081	-.011	.005
V34	-.015	.020	-.023	.740	-.118	-.046
V35	.020	-.073	.440	.466	-.106	-.081
V36	-.100	.021	.051	.116	.342	-.096
V37	.088	.122	.070	.006	-.012	-.004
V38	-.180	-.184	-.261	.229	-.045	.173
V39	.235	-.060	.120	.044	-.098	.073
V40	.035	.050	-.109	-.013	.071	-.078
V41	.050	.041	.306	.079	.110	.040
V42	.101	-.062	-.046	-.023	-.316	-.093

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

Rotated Component Matrix^a

	Component	
	13	14
V1	.028	-.021
V2	-.097	.059
V3	-.054	.037
V4	.165	.035
V5	-.166	.463
V6	.060	-.095
V7	-.151	-.040
V8	.052	-.129
V9	-.108	-.127
V10	-.132	.008
V11	.097	.026
V12	-.024	-.019
V13	-.405	.146
V14	.172	.169
V15	.182	.175
V16	.735	-.004
V17	.040	.008
V18	.032	.095
V19	.169	.221
V20	.048	.053
V21	.151	.161
V22	.218	-.061
V23	.157	.112
V24	.072	.078
V25	.097	.077
V26	-.028	.256
V27	-.094	-.005
V28	.174	-.089
V29	-.022	-.786
V30	-.016	-.214
V31	.155	.096
V32	-.086	-.089
V33	-.112	.078
V34	-.075	-.101
V35	-.055	.100
V36	-.322	.039
V37	-.040	-.054
V38	-.059	.208
V39	-.075	-.093
V40	-.039	.111
V41	.072	-.187
V42	-.374	-.091

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 19 iterations.