



**Faculty of Business Management
Universiti Teknologi MARA**

Title of Research Report

**FACTORS THAT INFLUENCE CONSUMER BUYING
BEHAVIOR TOWARDS IMPORTED CHOCOLATES**

Name of Students

AZYANA IZZAH ARSHAD	2010610774
NURUL ANIS ASHEILA NOOR AZMI	2011662298

**Name of Supervisor
MISS NORLINDA TENDOT ABU BAKAR**

**Name of Co-Supervisor
MR MOHD IDHAM B. MD RAZAK**

MARCH 2013 – JULY 2013

LETTER OF TRANSMITTAL

Azyana Izzah Arshad

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July 5, 2010

Cik Norlinda Tendot Abu Bakar

Universiti Teknologi MARA

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Dear miss,

SUBMISSION OF PROJECT PAPER

I would like to refer the matter as above. Please find attached the project paper entitled
“The factors that influence consumer buying behavior towards imported chocolates”
We hope that this research will fulfill the course requirement for subject IBM 663
Industrial Training Project Paper as needed.

Your kindness to accept this project paper is very much appreciated.

Thank you.

Yours sincerely,

(AZYANA IZZAH ARSHAD)

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(NURUL ANIS ASHEILA NOOR AZMI)

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**CLEARENCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE
SUPERVISOR**

Name of Supervisor: Ms. Norlinda Tendot Abu Bakar

Title of Research Report: The Factors that Influence Consumer Buying Behavior
towards Imported Chocolates.

Name of Student 1: Azyana Izzah Arshad

Name of Student 2: Nurul Anis Asheila Noor Azmi

I have reviewed the final and complete research report and approve the submission
this report for evaluation.

(Ms. Norlinda Tendot Abu Bakar)

ABSTRACT

This study aims to identify factors that influence consumer buying behavior towards imported chocolate namely quality, brand, social influence, and social status. It is also done to test which factors influence the most on the consumer behavior and then the results are used to generate suggestions to apply for local chocolate. A questionnaire was developed and distributed to 300 students of UiTM Melaka City Campus using convenience sampling method. Data was analyzed by using factor analysis in SPSS. The result shows that three (3) of the independent variables, that is quality, brand, and social status was founded to have significant towards the dependent variable. However, all independent variables have positive relationship with the dependent variable. And to the question of which of the independent variables are the most influence the dependent variable, the answer is brand.