

A STUDY ON CONSUMER BUYING DECISION
TOWARD MUSHROOM MARKETED BY
KORPORASI PEMBANGUNAN DESA (KPD)
SABAH

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APRIL 2006

ACKNOWLEDGEMENT

First and foremost, I would like to praise and thank to Allah S.W.T for giving me the energy and patience in completing this project paper. My highest appreciation goes to my parents for their non-stop encouragement, continuous support in term of time, money and high commitments. Thank you for their moral support.

A very special word of appreciation goes to my advisor Mr. Haji Wahi Ismail for his continuous suggestions, advice, critiques and invaluable support in presenting this project paper in a complete manner.

I want to acknowledge my second examiner Mdm. Rozita @ Uji Mohammed, for his advice and assistance in making this project paper complete and not forgetting Mr. Mohd. Shamlie Salisi as my course coordinator of Bachelor Business Administration (Marketing) for his highly constructive comments in completing this research.

To my supervisor, Mr. Rady Ramlee and all staffs of Koperasi Pembangunan Desa (KPD) especially in Marketing Department, thanks for your support, cooperation and ideas that you have given to me.

It is also a pleasure for me to thank all those who have directly or indirectly helped me in completing my research study. Without their support and guidance, I won't be able to finish my research.

God Bless.

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ABSTRACT

This research is a study on the consumer buying decision towards mushroom produced by Korporasi Pembangunan Desa (KPD) Sabah. The aim of this research is to determine the level of consumer buying decision towards mushroom based on the respondent profile and to get feedback and opinion from the consumers about the mushroom marketed by KPD.

Based on the overall summary, it means that KPD must get more information in such a way to understand what the buyers want if they buy mushrooms in order to satisfy and create customer value. As a company has only a brief window of opportunity, KPD must understand that certain factors can facilitate or inhibit the product introduction process. Complexity tends to slow the process of launching and requires greater attention to at least promotional strategy to ensure that the intricacies of the product are understood and appreciated. If the firm can communicate a distinct relative advantage, diffusion will be facilitated. Compatibility with existing attitudes and values also accelerates new product. Clearly, a firm engaging in marketing cannot afford to ignore the impact of these factors on their marketing strategy.

As a result the output of research will provide the necessary information to the management and it is recommended for the organization to take concern on the consumer buying decision toward mushroom. It can be a major key to achieve the organizational objectives and to lead them into the right direction and also for future requirement.