



CONSUMER PURCHASE INTENTION  
ON LOCAL CHOCOLATE CONFECTIONERIES

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## **ABSTRACT**

This research design is conducted to identify the consumer's purchase intention towards local chocolate confectionery in Kota Kinabalu, Sabah based on the variables of Brand Awareness, Perceived Quality and Uniqueness. 260 respondents are randomly selected to collect data required. Currently, local chocolate confectionery has facing big rivalry competition among the international chocolate confectioneries that has conquered the chocolate market industry. In this situation, local marketers needs to identify the importance factors of brand awareness, perceived quality and uniqueness to influence youth to make a decision on intent to buy local chocolate confectionery. A part of that, researcher wants to determine the level of consumers' awareness on local chocolate confectionery brand and also to identify which of the variables influence the youth's purchase intention on local chocolate confectionery.

The data collected through prepared questionnaires has been interpreted through analysis software of Statistical Package for Social Science (SPSS) version 2.0. In the nutshell, this study will advantageous to future researcher and companies or entrepreneur that interested in local product especially in the local chocolate confectionery market.