



**A STUDY OF PURCHASING BEHAVIOR OF CONSUMER IN
KOTA KINABALU ON AQUACULTURE FISH**

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ABSTRACT

This study is conducted in order to identify a study of purchasing behaviour of consumer in Kota Kinabalu on Aquaculture Fish, which is the case study of the Fishermen's Association member's area Tuaran. This research will directly find out the effective marketing strategies that involves development of desired product and delivery to desired location at prices customers are willing to pay and also to help in market the aquaculture fish product which more focus on the production, competition, communication, information, quality of fish, market development, and growth in demand to improve the quality of life and market of the entrepreneurs and fishermen as well as in order to achieve the objectives of Fishermen's association to develop the fish industry.

The major findings in this research is whereby the regardless with the objectives, the most important factors affecting in purchasing Fish product is where the highest is the price follow by species of fish and health and follow by cooking and the lowest is safety. Most of respondents influence through their self-motivated when purchasing fish Product follows by their family, promotion and their friends respectively. Most of respondents do not encounter any problem in purchasing facial cleanser product, only a few respondents encounter some problem and they do provided suggestion in order to solve the problems occurs.

In order for the study of this research is to be complete the researcher as found out the several recommendations by the researcher itself and also by the respondents to solve the problem occur where respondent suggest that law and regulation enforcement by the authorise due to the problem in the fish price which there is no standardization,