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ABSTRACT

This study was designed to look at the consumer buying behaviour of tourism product in Wisma Sabah. Tourism as we know is a global is a popular global leisure activity where it contributes to the development of a country's economy. Therefore this study was taken to learn more about the purchasing behaviour of the tourist so that it could help the government and the travel agencies to improve their services and facilities to accommodate the tourist who are coming to Sabah especially. The objective of this study was to:

- a) To understand the process of purchasing tourism products by the tourist. This is important because this will help the researcher to identify potential factors that are involved in purchasing process.
- b) To identify the factors that is associates with the purchasing decision on tourism products by the tourist
- c) To suggest suitable ways to improve the customer buying behavior among the players in tourism industry.

After this study is completed the researcher are able to get to answer the objectives The results of these studies will be revealed, and the conclusion of the consumer buying behaviour of tourism product in Wisma Sabah will be discussed.