CONSUMERS' PERCEPTION ON LOCAL PERSONAL CARE PRODUCTS
A CASE OF ANITA FRAG RANCE

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ABSTRACT

Consumers' perception towards a product is very crucial in today's businesses. Positive perception can lead to the customers' loyalty and ensure the success and sustainability of the business as a whole. Thus, researcher has conducted a study by taking the sample population from customers within Kota Kinabalu city in order to analyze the consumers' perception on local personal care products in a case of Anita Fragrance. The study is conducted to fulfill the purpose of the study which is to determine the consumer perception towards Anita Fragrance and to analyze consumer behavior towards purchasing Anita Fragrance. Hence, the methodology for this research divided into three methods which are data collection, research sampling technique and data analysis. For the method of data collection, the primary data and secondary data were used. On the other hand, for research sampling techniques, researcher specified on the target population, sample size and the sampling design. In data analysis procedure, the data that gathered from the questionnaires were analyzed using Statistical Package for Social Science (SPSS). From the study, researcher can indicate that 31.7% of respondents have used Anita Fragrance products and the remaining 68.3% of respondent is not using Anita Fragrance products. Researcher can identify that most of the respondents are not interested to purchase and use Anita Fragrance because the respondent are not familiar with the brand of Anita Fragrance. The respondents have a little experience with a brand and they would prefer to purchase and use other brand either local or international of brand in the market. This is supported by the finding that indicate 53 or 44.2% of the respondent are willing to visits Anita Fragrance outlets and 67 or 55.8% of the respondent are not willing to visits Anita Fragrance outlets.