



**CONSUMER AWARENESS ON LOCAL HANDMADE
CHOCOLATE BRAND A CASE STUDY OF LIVIA CHOCOLATE
HOUSE**

**SUHARNI SUALIMAN
2009436502**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SABAH**

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ABSTRACT

This research was conducted to know the consumer awareness on local handmade chocolate brand a case study Livia Chocolate House. Livia Chocolate House is one of company that produces a handmade chocolate and was using “Livia” for their product brand. Livia is one of local companies that under Malaysian Cocoa Board guidance. Was established on year 2008, Livia Chocolate House was operating for 3 year.

Since, the consumer’s awareness towards local handmade chocolate brands are still quite low judging, this research are conducted to know the finding, with highlights the objective which is to identify level of awareness of consumer on local chocolate brand, to determine local handmade chocolate product attributes mostly preferred by consumer, to determine what are factor that contribute to consumer acceptance towards local handmade chocolate brand.

By using convenience sampling the questionnaire were designed in English and Malay and was distributed to 100 respondents which is 70(female) and 30(male). Overall, researcher found that the mostly respondent’s are aware with the local handmade chocolate but not too familiar with the brands. However, most of respondents are aware and willing to giving their support to the local handmade chocolate brand.