



**UNIVERSITI TEKNOLOGI MARA,  
SABAH CAMPUS.**

**RESEARCH PROPOSAL**

**TITLE:**

***“PURCHASING BEHAVIOR OF UITM STUDENTS, SABAH  
BRANCH ON CHOCOLATE”***



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PROJEK PELAJAR

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## 1.1 TOPIC OF RESEARCH

### EXECUTIVE SUMMARY

Generally my research is about is purchasing behavior of Universiti Teknologi MARA Sudents, Sabah Branch on chocolate, where UiTM is located in Sepanggar, Menggatal, near to Indah Permai. The problems that I want to search are student buying behavior on chocolate, student most favorite brand of chocolate, and the factors that influence buying behavior on chocolate among students.

The purpose of this research are to determine the student buying behavior on chocolate, to identify student most favorite brand of chocolate, and to identify the factors that influence buying behavior on chocolate among UiTM Sabah Campus students.

To complete this research, I came out with 120 questionnaires. 90of the questionnaire distributed to the respondents and 30 of the questionnaires are used to interview my respondents.

From the research, I had found that most of my respondents like to eat chocolate and majority of them are female, where both male and female will buy chocolate, only when they feel like to eat only, most of the respondents don't know whether chocolate will cause a negative effect on health because they are not inform more about the effect of eating chocolate.

After the research, I had found some of the respondents comment about the chocolate sell in the market. To solve these problems, I recommend every chocolate producers and sellers must reduce the chocolate price, do more attractive design of chocolate and do lot of advertising to attract more customers, and also improve the quality of the chocolate.