



**A STUDY ON THE CONSUMER BUYING BEHAVIOR IN PURCHASING
COOKING OIL PRODUCT IN KOTA KINABALU**

SALMAH BINTI HJ ABDUL HAMID
2006143003

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TABLE OF CONTENTS **PAGE**

Acknowledgement v

List of Tables vi

List of Figures viii

Abstract iv

CHAPTERS

1. INTRODUCTION

1.1 Company Profile 1-4

1.2 Background of Study 5

1.3 Scope of Study 6

1.4 Problem Statement 7

1.5 Research Objectives 8

1.6 Research Questions 8

1.7 Significance of Study 9-11

1.8 Theoretical Framework 12

1.9 Limitations of Study 13-14

1.10 Definition of Terms 15-16

2.	LITERATURE REVIEW	
2.1	Marketing Mix 4Ps (Product)	1-5
2.2	Marketing Mix 4Ps (Place)	5-7
2.3	Marketing Mix 4Ps (Price)	8-9
2.4	Marketing Mix 4Ps (Promotion)	11-16
2.5	Consumer Buying Behavior	16-20
3.	RESEARCH METHODOLOGY	
3.1	Research Design	21
3.2	Target Population and Sampling Elements	22
3.3	Data Collection Method	22
3.4	Data Analysis Procedure	24
3.5	Frequency Distribution	25
4.	ANALYSIS AND INTERPRETATION OF DATA	
4.1	Research Findings	41-50
4.2	Research Analysis	51-58
4.3	Cross tabulation	59-62
5.	CONCLUSION AND RECOMMENDATION	
5.1	Conclusion	63
5.2	Recommendations	64-67
6.	BIBLIOGRAPHY	64-65
7.	APPENDICES	66-69

ABSTRACT

CHAPTER I

1.0 INTRODUCTION

This study is all about the study on consumer buying behavior purchasing in cooking oil product.

1.1 Background of study

In this study, researcher will explain the royalty of brand and the factor influencing customer in buying cooking oil product and also some articles that can be overview or example that related to the study. All study has own limitations. Thus, this study also includes some problem or limitation that might and will occur. The researcher also will explain to whom and in what way this research can be benefited. Beside that, in this study researcher will explain type of research design used, the population of respondents, how to collect data and other research methodology. There are two types of data collection to support this research. Firstly, primary data where the researcher can get the information or data through questionnaires and personal interview. Secondly, is secondary data where the data gathered from other sources such as company journal, diaries, documents, personal letter, or computer databases After the data obtained, the researcher will make a final analysis for the result. The researcher then can use the analysis data as the conclusion and recommendation towards Sawit Kinabalu Company.