

DECLARATION OF ORIGINAL WORK

**CUSTOMER PURCHASE INTENTION TOWARDS SABAHAN TRADITIONAL
SNACK FOOD (BAHULU)**



NURAFFEIRA BINTI ABDUL MALEK

2013710619

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KOTA KINABALU SABAH

JUNE 2016

Signature Nuraffeira Binti Abdul Malek

Date 27/06/2016

ACKNOWLEDGEMENT

Praise to Allah SWT the Almighty and the All Merciful, who has given me, the powerless creature. It is guidance for me to through and finish the research entitled "Customer Purchase Intention towards Sabahan Traditional Snack food (Bahulu)".

First, I am would like to thankful to my advisor, Mr. Franklin Hazley Lai for the guidance that he always told and teach me while I am doing and finishing my thesis. Thanks for the knowledge, idea and always helping me during 1 semester I am under his advisor.

Second, I would like to thankful for my parents and also family member who always give me a moral support while I am doing my thesis.

Not to forget, to Beras Co. staff at Level 7, Wisma San Hin, especially to Mdm Wilyawaty Binti Dzulkiplie. Thank you for giving me a chance to practical and at the same time gives me opportunities to gain new experience and knowledge.

Lastly is my classmates, who always give and sharing any information and knowledge whenever I wanted to know or not. Thank you very much. Without all of you guide and support, I would not be able to complete my thesis.

Thank You.

TABLE OF CONTENT

CONTENT	PAGE	
TITLE PAGE	i	
DECLARATION OF ORIGINAL WORK	ii	
LETTER OF TRANSMITTAL	iii	
ACKNOWLEDGEMENT	iv	
TABLE OF CONTENT	v	
LIST OF FIGURES	viii	
LIST OF TABLES	ix	
ABSTRACT	x	
CHAPTER 1	INTRODUCTION	
1.1	Background of Study	1
1.2	Problem Statement	4
1.3	Research Objective	7
1.4	Research Question	7
1.5	Scope of Study	8
1.6	Significant of Study	9
CHAPTER 2	LITERATURE REVIEW	
2.1	Introduction of Bahulu	10
2.2	Evolution of Bahulu	11
2.3	Purchase Intention	13
2.4	Family Influence	16
2.5	Lifestyle	18
2.6	Packaging	21

	2.7	Proposed Theoretical Framework	24
	2.8	Hypothesis	25
		2.8.1 Course Taken by UTM	30
CHAPTER 3		METHODOLOGY	41
	3.1	Research design	26
	3.2	Source of Data	26
		3.2.1 Primary Data	27
		3.2.2 Secondary Data	27
	3.3	Population	28
	3.4	Samples Frame	28
	3.5	Sampling Size	28
	3.6	Instruments	29
		3.6.1 Questionnaire	29
	3.7	Data Analysis Technique	33
		3.7.1 Sampling Technique	33
		3.7.2 Method of Data Analysis	33
CHAPTER 6	3.8	Validity of the Research	34
		3.8.1 Result of Pilot Study	34
		3.8.2 Recommendation	
CHAPTER 4		DATA ANALYSIS AND FINDINGS	
REFERENCES	4.1	Questionnaire Distributed,Returned & Completed	35
APPENDIX		4.1.1 No of Questionnaire Distributed, Returned & Completed	35
	4.2	Frequency Distribution: Personal Information	36
		4.2.1 Gender	36
		4.2.2 Age	37

ABSTRACT

In this study, the researcher is aim to investigate the survival of Sabahan local traditional snack food (Bahulu). A conceptual model including three factors such as Family Influence, Lifestyle and Packaging were represented for measuring purchase intention. The study was based on a sample survey consisting of 323 students of Universiti Teknologi MARA, Kota Kinabalu. The study is using simple random sampling technique to analyze data. The research findings suggest that in all three factors, Family Influence and Lifestyle give high influence level towards the customers purchase intention on Sabahan traditional snack food (Bahulu). Whereas Packaging gives the low influence level towards the customers purchase intention on Sabahan traditional snack food (Bahulu). The study shows how the purchase intention of Sabahan traditional snack food (Bahulu) influence the customers and recommend best strategy for the Small Medium Enterprise (SME) entrepreneur to improve their traditional snack food product especially Bahulu.