



**“THE ACCEPTANCE LEVEL OF SABAH TRADITIONAL SNACK
FOODS IN KOTA KINABALU.”**

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PROJECT PAPER

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ABSTRACT

This research is a study on the acceptance level of Sabah traditional snack foods in Kota Kinabalu that especially traditional snack foods that are dry, packed and market in Kota Kinabalu. The aim of this research is to determine the acceptance level of Kota Kinabalu residents toward these foods.

In view of the market today, especially snack foods, there are a lot of modern snack foods that customer can encounter in the market. Chips, chocolate, candies and etc. can be classified as snack foods for the customer. It also can be classified as junk foods. The influx of imported snack foods in the market also contributes to the expanded snack foods market in Kota Kinabalu. Customers can choose varieties of snack foods today. The influx of these snack foods, have direct impact to our Sabah traditional snack foods. People may not be familiar with it or neglect it when it comes to buying snack foods in the market. Now we can see the modern and imported snack foods are in demand. Sabah traditional snack foods on the other hand continue to be market. Although it does not have high demand compare to other snack foods, yet people in Sabah especially Kota Kinabalu are aware with the present of this kind of snack foods in the market. There some areas of problem occur regarding to Sabah traditional snack foods acceptance. The issue of this research is to find out the acceptance level of customer and in this research its refer to Kota Kinabalu residents toward this Sabah traditional snack foods.

As a result the output of research will provide the necessary information to the people who are interested to involve in selling Sabah traditional snack foods.