



CUSTOMER PERCEPTIONS TOWARDS LOCAL COCOA PRODUCT

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In the name of Allah, the Most Gracious, the Most Merciful

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TABLE OF CONTENT

Chapter 1 : INTRODUCTION

1.0 Introduction	1
1.1 Background of Study	1
1.2 Problem Statement	4
1.3 Research Objective	5
1.4 Research Question	5
1.5 Scope of the Study	6
1.6 Significant of Study	7
1.7 Limitations of Study	8

Chapter 2 : LITERATURE REVIEW

2.0 Introduction	9
2.1 Health Benefits	9
2.2 Brand Awareness	11
2.3 Perceived Quality	12
2.4 Customer Perception	13
2.5 Proposed Research Framework	15

Chapter 3 : RESEARCH METHODOLOGY

3.1 Source of Data	16
3.1.1 Primary Data	16
3.1.2 Secondary Data	16
3.2 Research Design	17
3.2.1 Descriptive	17
3.3 Research Instrument	17
3.3.1 Questionnaire	17
3.4 Sampling	18
3.4.1 Population	18
3.4.2 Elements	18
3.4.3 Sampling Frame	18
3.4.4 Sample	18
3.4.5 Subjects	18
3.5 Sampling Technique	19
3.5.1 Convenience Sampling	19

Chapter 4 : RESEARCH ANALYSIS AND INTERPRETATION	
4.1 Frequency	20
4.1.1 Age	21
4.1.2 Education level	22
4.1.3 Race	23
4.1.4 Occupation	24
4.1.5 Income Level	25
4.1.6 List of Chocolate	26
4.1.7 Often to Buy Chocolate	27
4.2 Crosstabulation	28
4.3 Reliability Analysis	31
4.4 Pearson Correlation Analysis	32
4.5 Descriptive Statistic	34
4.5 Hypothesis Testing	35
4.5.1 Multiple Regression Analysis	36
5.0 CONCLUSION AND RECOMENDATIONS	36-37
6.0 APPENDICES	38

ABSTRACT

The Purpose of the study is to examining the factor that influences the consumer perceptions towards local cocoa product. There are three factors that has been used in this research, which is health benefits, brand awareness and perceived quality which stands for the independent variable, while for dependent variable is customer perceptions.

This study has able to gather 153 respondents in Kota Kinabalu area, by using convenience sampling this study able to collect data with much more efficient, the tools that has been used to analyzed the data is spss. From the reliability analysis it shows a higher reliability data which is all the data is higher than the P-values which is 0.75. Thus it means that the data collected is reliable.

From the findings that have been found, there is only one significance variable, which is perceived quality. It has a 0.000 significance value. This means that it has the important factor in influencing the consumer perceptions towards local cocoa product.