



CONSUMER'S AWARENESS TOWARDS STEVIA AS AN
ORGANIC FOOD SUPPLEMENTS PRODUCTS AMONG
KOTA KINABALU CONSUMERS

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Greeting

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ABSTRACT

This study is aiming to investigate the Consumer's Awareness toward Stevia as an Organic food supplements products among Kota Kinabalu consumers, this study use four independent variable. First is product knowledge and information which is refer to consumers information about the products or services, place to shop and originate a discussion with customers towards market information. Second is affordability of price which refers to willingness of consumer to pay for organic food. Third is availability of product location refers to availability of information about many kinds of place to shop and other facets of market and initiate discussion with consumers and respond to requests from consumers about market information. Lastly is consumer perception towards Stevia products refers to the studies of the responds towards organic food products changes according to countries background, level of awareness, product availability and attitude changes. The objectives of this study were to assess on consumer's awareness towards Stevia as an organic food supplement among Kota Kinabalu consumers. Second is to analyse the relationship between dependent variable (Level of consumer's awareness) and independent variables (Product knowledge and information, affordability of price, availability of Stevia product location and finally consumer's perception towards Stevia products). Third is to identify the most significant factors that might contribute to the levels of consumer's awareness towards Stevia as an organic food supplements. This study was conducted using questionnaires involving 255 respondents of Kota Kinabalu consumers.

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