



**“A STUDY ON CONSUMER’S PERCEPTION
TOWARDS DESA’S BRAND IMAGE IN KOTA
KINABALU, SABAH”**

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ABSTRACT

The primary objective of the current study is to identify what are the perceptions of consumer in Kota Kinabalu areas on Desa's brand image in terms of their dairy products. For this purpose, a set of 120 questionnaires were distributed, of which return in fully and provide valuable information which very usable for the current research data analysis. Finding results shows that, overall majority consumers rank Desa Dairy Product Brand as number 5 in terms of their brand image and product quality as compared to other six other dairy brands. Findings also shows that despite for consumer perception of their advertising being lack, overall consumers receives positive word of mouth about the brand. Majority of the consumers also agrees that they have positive direct experience with the product. Majority consumers also agrees for the perception of Desa brand Dairy product as to having quality, being hygienic, halal as well as value for money. Findings also suggest that as consumers believes that word of mouth and direct experience have stronger influence in their perception towards a brand, brand image as compared to advertising. Current research findings also manage to capture some suggestion to improves Desa Brand image which by emphasizing on improving their advertising, product, packaging, promotion, distribution as well as others suggestion such as using celebrity endorsement.