



STUDY ON CHOCOLATE LOVERS' PURCHASING
BEHAVIOURS IN KOTA KINABALU SABAH

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ABSTRACT

The customers purchasing behaviour would be change as well along with that changing business world today. Same goes by the customers demographic may changing along with their lifestyle from time to time. Therefore, this study may help marketers in order to do their market segmentation as well.

The study is lead to fulfill the purpose of the revision which is to investigate customers demographic as the chocolate lovers and to identify the most factors that influences them in buying that product.

Hence, the study has accompanied only in the Kota Kinabalu, Sabah area and from 120 respondents (60 male and 60 female) indicate that most of respondents are chocolate lovers, it's about 94.2%.

To conclude, the study also point out that the most factors that influencing customers to buy chocolate product in the market as the chocolate lover is texture with 4.41 of mean, compare to other thing such as price, brand, time and etc. Majority of customers perceived and agreed that the most interesting texture packaging of chocolate product in the market is the main factor that influenced them at all.

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