



A STUDY ON CONSUMER BEHAVIOR IN THE KIA RETAIL
PREMISES

SERI ASTOTI BINTI BAKARI
2007281406

BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU

APRIL 2010

ACKNOWLEDGEMENT

In the name of Allah the Most Gracious Most Merciful.

Alhamdulillah by His guidance I am able to finish up this study. I wish to express my sincere gratitude and appreciation to my advisor, Madam Imelda Albert Gisip for her invaluable guidance, assistance, advice and constructive comments through out the project in order to complete this course.

Special thanks and appreciation to my supervisor, Mr Abas Tuah for his guidance, assistance, advices and information.

My special thanks also go to all staff working at commercial department especially Mr. Hendry Eging, Madam Siti Mahani Binti Roslan and Miss Siti Noor Rehan Bin Bastin for their guidance and assistance in the processing of this project paper. Their helping is always being remembered.

Thanks to all who had contributed to this project, directly or indirectly to complete this study especially my parents who support me in term of money. Not to forget my final year project colleagues, Nadzra Binti Tamrin, Siti Norkamaria Binti Yahya, Mellisa Louw, Siti Noor Aysah Binti Asli and others. Thank you for their support and encouragement.

Lastly, I would like to thanks my family for their prayer, love and understanding me. Thank you very much. Without you all, my project paper will not be complete.

CHAPTER 2	
2.0 LITERATURE REVIEW	5-13
2.1 THEORITICAL FRAMEWORK	14
2.1.1 DEPENDENT VARIABLE	15
2.1.2 INDEPENDENT VARIABLES	15-16
CHAPTER 3	
3.0 RESEARCH METHODOLOGY	17
3.1 RESEARCH DESIGN	17
3.2 DATA COLLECTION FROM SECONDARY AND PRIMARY SOURCES	18
3.3 MEASUREMENT AND SCALING TECHNIQUE	18-19
3.4 SAMPLING PROCESS AND SAMPLE SIZE	
3.4.1 SAMPLING TECHNIQUES	20
3.4.2 SAMPLE SIZE	20
3.5 FIELDWORK/DATA COLLECTION	20

ABSTRACT

Purpose- This paper is seeks to analyze the study on consumer behavior in the KKIA retail premises.

Design/methodology/approach- The research will be conducted by using exploratory research technique. The exploratory research is done to identify the outcome among the variables. Each respondents will be given a questionnaires & fill-in objectives question that has been carefully structured for them to fill-in in order to obtain the most efficient & accurate information. . Researcher will distribute 100 copies of questionnaires to the passenger especially those who was visited retail in Terminal 1.

Findings- 32% of passengers agree that airport shops and restaurants should post signs directing passengers to their location, 29% of the passengers agree that the interior design of the KKIA retail shops attract their attention, 40% of the passengers says that KKIA retail shops is good place to go when flight are delayed, 28% of the passengers agree that retail sell many souvenirs, 34% of the passengers agree that a souvenirs shopping is a customary activity of the tourist, 33% of the passengers agree tat KKIA business hour are convenient and lastly, 36% of the says that KKIA retail shops have a good environment.

Research limitation / implication- The availability and credibility of information need to be consider and the researcher selecting the information carefully because some of it still have not been update, obsolete while the technique of obtaining the secondary data might be using all technique and methods and are not appropriate to use nowadays.

Originality/value- To collect data for this study, a systematic process of conducting fieldwork was first proposed. In data collection process, all fieldwork involved the selection, training, and supervision of person who collect the data. In this research, researcher had distributed the questionnaire and collects it back. After that, researcher evaluated completed questionnaire to ensure the quality of data. By data collection, researcher get the answer to questions were meaningful and complete enough to be coded.

Keywords- Consumer behavior, Customer perception, Airport retail.

Paper type- Research paper.