

**CONSUMER BEHAVIOR CASE STUDY:
KHIDMAT ARKED SUPERMARKET**

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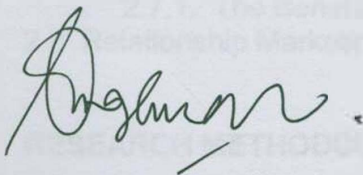
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ABSTRACT

1.1 Background

The purpose of this study is to find out the Consumer Behavior towards Khidmat Arked Supermarket which is wholly owned by the Syarikat Kerjasama Perkhidmatan Awam Berhad, a Co-operative Society. The research item is located at Taman Khidmat Residential Area, as one of its main target market when the building was officiated in 1996 by YAB.. Datuk Yong Teck Lee, the then Sabah Chief Minister.

The research has so far achieved to find out the behaviors of the shoppers at Khidmat Arked Supermarket from their demographic factors, shopping patterns, buying decision factors, awareness towards the services at Khidmat Arked Supermarket. From the study, the Management of Khidmat Arked Supermarket is found to be unable to achieve their goal in attracting the shoppers to come back and shop at Khidmat. From the findings and Analysis, consumers' behavior seems to be neglected, whereas this is the main source of information for the management to find out for their next strategic planning. With this research, it is hoped that the Management of Khidmat Arked Supermarket can look into improving its image and services for the consumers by having more promotions and at the same time to regain back the members', being the supermarket's ready-buyers, confidence in purchasing at Khidmat Arked Supermarket. This study also hopes that the Management can lessen its weaknesses.

an important source
of information for the management of Khidmat Arked Supermarket

As such, this project aims to provide input to the organization in an effort to help them to rectify its current marketing strategies. It is hope that through this research Khidmat Arked Supermarket will be able to gain enough information thus continue to prosper and be the source of inspiration for both the consumers and retailers as well as members of the Society as a whole.

1.1.1 Khidmat Arked Supermarket

Syarikat Kerjasama Perkhidmatan Awam Berhad or Civil Service Cooperative Society Limited was registered on 20th December, 1974