



**FACTORS INFLUENCING CONSUMERS' PURCHASE INTENTION
TOWARDS KEK LAPIS SARAWAK**

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CHAPTER 1

INTRODUCTION

1.1 Background of The Study

Consumer behavior is derived from human deeds as an individual, family or organization that used to purchase and consume on several products or services for their daily consumption. According to Lars (2010), consumer behavior is defined as *the study of people, groups or business organizations and the process they practice to choose, secure, utilize and dispose of goods, services, experiences or thoughts to fulfill needs and the effects that these processes have upon consumer society*. The moment an individual or group of people involved in purchasing and consumption of goods or services, thus, she or he is right to call as a consumer. In addition, behavior is born from the way people act and respond among each other and towards several situations as well as towards the cues. According to The Free Dictionary (2016), behavior is *the action or reactions of an individual in response to external or internal stimuli*. Therefore, the combination of both words is clearly telling us about the human behavior as a consumer and how this consumer society creates the pattern of consumption of goods and buying decision.

The study of consumer behavior is very important because it help marketers to perform well in the positioning of marketing mix towards a particular product and also help to develop effective and efficient marketing strategies. Nevertheless, almost every actions conduct by individuals in their daily life especially relative to purchases and consumption of goods had possessed a greater connection in the study of consumer behavior. For instance, how consumers' perceived advertisement? How consumers' attitudes are form? How consumers' make decision and what are those factors that influence these decisions? And how we use and

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter will discuss comprehensively about the factors that affect consumer behavior to have intention to buy. As far as concern, the purchase intention stimulates from various factors that makes one decided to spend on a particular product or services (MBASkool.com, 2011). Therefore, intrinsic and extrinsic factors of product, as well as consumers' attitude in term of trust and familiarity had been selected as the key dimensions for all variables of consumers' purchase intention. Apart from that, this chapter also explained about the background of Sarawak layer cake and several of important issues that relates to Sarawak layer cake industry.

2.1 The Background of Sarawak Layer Cake

Kek Lapis Sarawak or in English known as Sarawak layered cake, is the most popular traditional food in the land of hornbill. The unique taste and eye-catching colors of each layers had completely attract locals and tourists to experience and purchase the most amazing handcrafts cake, yet a local delicacy. The residents of Sarawak often purchases *Kek Lapis* during festive seasons such as Eid ul-Fitr, *Gawai Dayak*, Deepavali, Christmas Day and Chinese New Year (Dahlia, 2014). Besides that, open houses during Eid ul-Fitr in Sarawak better recognized as a unique practice than other places because they served varieties of beautiful layered cakes which are made from modern and the combination of traditional recipes (Cat City Hornbill Land, 2012). Hence, there is no doubt that the demand for Sarawak Layered cakes were increased during Eid ul-Fitr because it is a tradition dishes that must have in every houses of Malay in Sarawak (Dahlia, 2014). According to Dahlia (2014), due to its special taste and delight colors at each layer make customers willing to pay as high as RM120 for a 1

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

Research methodology will explain further about the details which regards to research design, sample selection, data gathering procedure, data analysis, research instruments and the data that will be focused on.

3.1 Research Design

A research design consists of exact plan or blueprint used in carrying marketing research project (Malhotra, 2010). Generally, the opinions, ideas and significant processes in collecting selected data are described in research design (Malhotra, 2010). These data will be used in solving marketing research issues (Malhotra, 2010). Albeit, the problem had been identified and further approach had been developed initially, research design will focus more on that selected problem (Malhotra, 2010). It does provide the conditions that will make the research project be successful. According to Malhotra (2010), research design lays the foundation in carrying the research. Besides, the most preferable marketing research often entails effective and efficient research design.

3.1.1 Qualitative Data

Qualitative data does not require statistical analysis as well as several mathematical formulas to provide a significant number as a means to analyze and approve the written hypotheses. According to Malhotra (2010), qualitative data is the data without the pre-defined model of previous study and it is carried depends on the limited sample that gives observation and comprehensive understanding on the problem selected. However, the present research study will not use qualitative data to investigate the problem setting.