



A STUDY ON
PURCHASING BEHAVIOUR OF MAYBANK
BERHAD'S EMPLOYEES ON CHOCOLATE.

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EXECUTIVE SUMMARY

The purpose of this research is to study the purchasing behaviour of Maybank Berhad's employees confined to Inanam area on chocolate products.

The scope of the study will include the demographic and basic psychographic profile of Maybank Berhad's employees towards type of chocolate products.

Type of research used is applied research. The main research problems that have been identified in this study are the availability of type of product preferred, price of product, and the durability of product. These issues lead to the development of approach used that is by setting the dependent variable and independent variable.

The research design used is exploratory. The research instrument used is a questionnaire, an interviewing form or an appropriate form for data collection. Chosen sample size is 120 respondents focused on the staffs of Maybank Berhad's employees.

Data collection is obtained from secondary sources and primary sources. Secondary data consists of sources from publications, magazines, journal etc whereas primary data obtained from the distribution and interviewing of questionnaires design to the respondents performed by the appointed team researchers.

Descriptively, this study will attempts to show on how strong is the purchasing power of the chocolate products by Maybank Berhad's employees. The respondents consists of multi racial namely Malay, Chinese, Indian and others. They are classified into different range of age that is between 18 to above 40 years old. The monthly income for Maybank Berhad's employees is between RM500 to above RM3, 000.