

**A STUDY ON THE CONSUMERS' PURCHASING BEHAVIOUR
ON CHOCOLATE**

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ABSTRACT

This research is a study on the consumers' purchasing behaviour on chocolate and conducted with the objective to identify the purchasing behaviour of consumers towards chocolate. Questionnaires have been distributed to consumers visiting Tong Hing Supermarket, Giant and Simply Chocolate Outlet around Kota Kinabalu.

From this research, it has revealed that even though majority of the respondents like to eat chocolate but it is all because of its good taste and deliciousness and not because it is nutritious and healthy. The results also revealed that the factors that influenced the consumers' purchasing behaviour on chocolate are the negative perceptions towards chocolate and the monthly income of those consumers.