

MARA INSTITUTE TECHNOLOGY
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A STUDY ON CONSUMER BEHAVIOIR IN
PURCHASING CARBONATED DRINK AT
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EXECUTIVE SUMMARY

Consumer behavior is the acts of individuals directly involved in obtaining and using economic goods. This research will focus the consumer behavior in purchasing carbonated drink at Munloong Hankyu Jaya Bangsar supermarket.

The study has been organized into six major sections. Chapter 1 provides an introduction about the company and the objective of this study. Chapter 2 describes about the literature review according to this study. It includes the definition of consumer behavior and definition of the variables.

Chapter 3 presents how the data are being collected. Chapter 4 focuses on the finding of the question. Besides that it includes with the hypothesis testing according to this study. Chapter 5 explains the conclusion and Chapter 6 states a few recommendations how to improve retailer in presenting carbonated drink to attract the potential customer.

Appendices to furthering the understanding of the material have been provided at the end of this chapter.