



**A STUDY ON CONSUMERS' ADOPTION OF COOL  
CITRUS LISTERINE IN KOTA KINABALU, SABAH**

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## **Abstract**

This research paper is a part of fulfilling the syllabus requirement for MKT 660 in order for a final year student of Bachelor of Business Administration (Hons) Marketing to obtain a degree. The research is mainly about studying consumers' adoption of Cool Citrus Listerine in Kota Kinabalu. The objectives of this research is to study consumers' expectation of purchasing mouthwash, the market satisfaction level of the new Cool Citrus Listerine, and what is the likelihood of the consumers to adopt the new product.

Consumer adoption of mouthwash product depends on the taste, price and brand name of the product. This study has showed that these three variables have effects to consumer adoption. In addition, the study also tells that most consumers in Kota Kinabalu City are happy with the Cool Citrus Listerine product and ready to adopt it. Furthermore, this study also reveals that there is a huge difference of acceptance of the Cool Citrus Listerine between working people and students.