



**A STUDY OF CONSUMER BUYING BEHAVIOUR IN
THE SELECTION OF SAUCES**

**CHEONG CHOW SIM
(EGE 97012)**

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ABSTRACT

Sauces are the common product used by most of the household in Malaysia. Every household usually has at least a bottle of Chilli Sauce or Tomato Ketchup or Oyster Sauce. It is interesting to study the selection criteria of Malaysian households on the purchases of sauces by the demographic (such as gender, ethnicity, age, education, occupation and income) and psychographic characteristics (such as social class and lifestyle). Psychographic refers to a set of values or tastes exhibited by a group of consumers, especially as they are reflected in consumption patterns. Purchase behaviour, including store patronage preferences, is also explored.

Data are obtained from questionnaires completed by 378 respondents in Klang, Selangor, Malaysia. Brand analysis is conducted by using Spearman's Rank Coefficient test. Factor Analysis with Varimax Rotation is used to reduce the number of life style criteria to six psychographic dimensions. Discriminant Analysis is used to compare between non-regular and regular buyer and to identify interrelationships between demographic and selection criteria variables.

The survey results indicate that sauces attributes such as taste, no colouring or preservative, availability, longer shelf-life and price are considered most important criteria when purchasing sauces. Among store patronage preferences, supermarkets are the most popular among the respondents. This is followed by mini-markets or provision shops.

Family members and friends, followed by samples given, are the main information sources influencing sauces purchase decisions. Advertisement played only a small role in their purchases.

The findings of this exploratory study should be of interest to those in the sauces industry. By understanding these needs, promotional campaigns and marketing plan may be targeted more effectively.

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