

FACTORS INFLUENCING PURCHASING BEHAVIOUR AMONG  
TOURISTS IN CAMERON HIGHLANDS

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Factors influencing purchasing behaviour among tourist in  
Cameron Highlands / Nur Fathihanum Ab. Khalil.

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**FACTORS INFLUENCING PURCHASING BEHAVIOUR AMONG TOURIST IN  
CAMERON HIGHLANDS**

**By**

**Nur Fathihanum Bt. Ab. Khalil**

**Research Report submitted in partial fulfillment of  
the requirements for the degree of  
Bachelor of Food Science (Food Service and Nutrition)**

**DEPARTMENT OF FOOD SCIENCE  
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## ENDORSEMENT

The project report entitled **Factors Influencing Purchasing Behaviour among Tourist in Cameron Highlands** by **Nur Fathihanum Bt. Ab. Khalil**, Matric No. **UK 17476** has been reviewed and corrections have been made according to the recommendations by examiners. This report is submitted to the Department of Food Science in partial fulfillment of the requirement of the degree of Food Science (Food Service and Nutrition), Faculty of Agrotechnology and Food Science, Universiti Malaysia Terengganu.



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## DECLARATION

I hereby declare that the work in this thesis is my own except for quotations and summaries which have been duly acknowledged.

Signature :  .....

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Date : 09/02/2012

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## ABSTRACT

This study was conducted in Cameron Highlands, one of the highland tourism destination and also known for the agro tourism in Malaysia. The total of 100 respondents which consisted of local tourist were collected during the survey conducted in month of June. The questionnaire was self-administered by the researcher, to examine the factors influencing purchasing behaviour among the tourist towards the agro products that were available in Cameron Highlands. The result obtained showed that most of the respondents were motivated by physical environment factor to purchase and influenced by moment of purchase for the situational influences. The percentage as well as mean showed that the first priority was variety, the second priority included both convenience and price, and followed by presentation and shelf life for the fresh produced products. For the processed food, the respondents indicated their priority for presentation, followed by convenience, shelf life, variety and price. The respondents purchased the fresh produced more than the processed food that were available there. Most of the respondents commented on the parking facilities and unsatisfied with limited parking facilities offered there.



## ABSTRAK

Kajian ini telah dijalankan di Cameron Highlands, salah satu destinasi pelancongan tanah tinggi dan juga dikenali sebagai agro pelancongan di Malaysia. Sebanyak 100 orang responden yang terdiri daripada pelancong tempatan telah berjaya diambil sepanjang kajian yang telah dijalankan pada bulan Jun. Borang kaji selidik telah diedar sendiri oleh pengkaji, untuk mengkaji faktor-faktor yang mempengaruhi perilaku pembelian antara pelancong terhadap agro produk yang terdapat di Cameron Highlands. Keputusan yang diperoleh menunjukkan kebanyakan responden telah didorong oleh faktor fizikal alam sekitar untuk membeli dan juga dipengaruhi oleh faktor detik pembelian untuk pengaruh situasi. Peratus dan juga skor min telah menunjukkan keutamaan pertama untuk produk keluaran segar adalah kepelbagaian, keutamaan kedua termasuk kedua-dua kesenangan dan harga, diikuti oleh persembahan dan jangka hayat produk tersebut. Untuk makanan yang diproses, responden telah menyatakan keutamaan mereka bermula dari persembahan, diikuti oleh kesenangan, jangka hayat, kepelbagaian dan akhirnya harga produk tersebut. Kebanyakan responden telah memilih untuk membeli produk keluaran segar berbanding produk yang telah diproses. Selain itu, kebanyakan responden juga memberi komen tentang ketidakpuashatian mereka terhadap kemudahan parkir kenderaan yang tidak mencukupi di Cameron Highlands.