

THE MALAYSIAN-CHINESE CONSUMERS PURCHASING INTENTION BEHAVIOR: THE CASE OF SEAFOOD AS A GIFT

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Purpose of Study: This research aims to explore consumer purchasing behavior and examines the factors that affect the consumer purchasing intention behavior on seafood as a gift in Malaysian Chinese.

Methodology: There are many researches on the consumer purchasing behavior and gift-giving behavior. However, prior research in this particular topic of the combination of seafood and gift is limited. The Theory of Planned Behavior (TPB) serves as the backbone of the study which gives inspiration to the development of the theoretical framework of 4A's marketing tools namely acceptability, awareness, accessibility and affordability to measure consumer purchasing intention behavior on seafood as a gift-giving item. The research conducted using the quantitative approach which focuses on the questionnaires with 234 respondents that provide fundamental connection to measure the relationship between empirical observation and quantitative mathematical expression. The data collected will be analyzed using IBM SPSS Statistics software and Cronbach's Alpha is performed to test the reliability analysis while chi-square to test the independence variables.

Results: The findings are yet available since this report serves as the preliminary stage of the conduct of the research and the survey is conducted. The Malaysian seafood sector and food marketers may find this study useful in promoting the growth of the domestic seafood market in general and the adoption of marketing strategy in selection which may be the most effective to the consumers in Malaysia.

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