

CHINESE BUYING ATTITUDE TOWARDS FUNERAL SERVICES IN SABAH

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ABSTRACT

The core objective of this study is to survey on the present state of buyers buying attitude of funeral development implementation in the state of Sabah, East Malaysia. The common development is elaborate in the literature support that buying attitudes are one of the foremost phases of the growth of an organization to put up with a competitive advantage in the business surrounded by the rivals. The distribution of the funeral business in Sabah had shown that the funeral business constructs the economic framework of the state.

It can be found out that most of the respondents had the knowledge about the funeral service before their decision to purchase it. From the study, it was found that perception and understanding of customers in the funeral service development significantly influence the preferences of funeral services or the intention to pursue innovation to the development in funeral services. On the other hand, it was shown that buying preference shows a significant character of buying attitude of customers that involves in the development activities among funeral business. Besides, the positive business environment that is inclined towards buying preference and development also promotes and encourage the necessary developmental initiatives.

The conception that's supports development of funeral service business being one of the most important functions in an organization to ensure sustainability and gain competitiveness in a rapidly changing business environment had been widely accepted. The findings show the importance of understanding of the current state of buyers' attitude toward funeral services in the state of Sabah. Recommendations and options are suggested for further research to researchers interested in the same field as well as to organizations for further improvement of strategies and development of the organizations in the market.