

MGT 368

BUSINESS RESEARCH
METHODOLOGY

RESEARCH WHY LOCAL PEOPLE PREFER TO
BUY IMPORTED SHOES RATHER THAN LOCAL
SHOES.

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Sehubungan dengan itu, dapat kiranya pihak tuan/puan memberikan kerjasama yang diperlukan. Semua maklumat yang diterima akan digunakan untuk tujuan akademik sahaja.

Kerjasama dari pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

Sekian.

Yang benar

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Title: Why local people prefer to buy imported shoes rather than local shoes.

Executive summary

This proposal is to indicate whether most local people choose to buy imported shoes than local shoes. Our purpose of this proposal is to know why local people prefer to buy imported shoes. Besides, we want to know what are the factors that influence local people to buy imported shoes. We also want to know what are the problems that might be faced when most local people use imported shoes.

A survey of our research will be taken around 50 people who are selected randomly around in Malacca City. There will be two members fully involved in this research.

From our survey that we had done to our respondent, we found that more people prefer to buy imported shoes rather than local shoes. They prefer to buy imported shoes because imported shoes are more quality, comfortable, give satisfaction to them and so on. Our respondent also refused to buy local shoes because local shoes have a low promotion. Normally, imported shoes have more promotion compared to local shoes. Imported shoes have always advertised their shoes in television, radio magazine and others. Many people are not sure and do not know about the 'pig skin lining' issue.

Problem statement

Nowadays, most people like to buy imported shoes compared to local shoes. This is because a lot of local shoes have a low quality but local shoes also have a lower price compared to imported shoes. Now, people like to use branded shoes because they feel that they are trendy and up to date. Besides that, they think that the imported shoes are more quality and give satisfaction to them.

Research objective

Our main objective of this proposal is to discover which one are satisfying and beneficial between imported and local shoes. We want to find out why local people prefer to use imported shoes. We are also discovered what are the factors that influence a certain local people refuse to use local shoes.

Importance and benefit

1. To ensure our local shoes have an improvement in quality with a suitable price.
2. To ensure our community use our local shoes to help our economic growth.
3. There is more benefit that can increase our employment and decrease unemployment.