



**UNIVERSITI TEKNOLOGI MARA
SABAH
KOTA KINABALU CAMPUS**

**MARKETING RESEARCH
(MKT 536)**

**FINAL REPORT:
A STUDY ON
PURCHASING BEHAVIOR OF UTM SABAH'S
MALE STUDENTS TOWARDS JEANS**

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**SUBMISSION DATE:
14TH NOVEMBER 2006**

ACKNOWLEDGEMNET

Firstly, praise to the GOD for giving me the life and health to go through His Challenges of living in His universe. To finish this report has proven to be a great undertaking that would not have been feasible without the support of many great people.

Table of contents

A number of people have been very helpful in the course of my research into the information contained in this project report. I would like to record my appreciation and thanks to my lecturer MKT536; Prof. Madya Mat Yasin Jamil whose guidance, comments and instruction throughout the completion of this project has become an invaluable learning. My special appreciation also goes to all my respondents for having a responded to this project survey and interview and for the cooperation given that allows me to complete this report.

1.1 Background of study

To all the above once again I express my thankfulness and appreciation.

1.3 Objective

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1.6 Signification of study

CHAPTER 2

2.0 Literature review

CHAPTER 3

3.0 Research methodology and design

3.1 Research sample

3.2 Sampling Design

3.2.3 Data analysis technique

3.2.3 Sampling size

3.2.1 Sampling technique

TABLE OF CONTENTS

CONTENTS

PAGE

Letter of Transmittal	I
Acknowledgement	III
Table of contents	IV
List of tables	VI
List of figures	VII
Terminology	VIII
Executive summary	IX

CHAPTER I

1.0 Introduction	1-4
1.1 Background of study	1
1.2 Problem statement	1
1.3 Objective	2
1.4 Scope of study	2
1.5 Limitation of study	3
1.6 Signification of study	4

CHAPTER 2

2.0 Literature review	5-6
-----------------------	-----

CHAPTER 3

3.0 Research methodology and design	7
3.1 Research sample	8
3.2 Sampling Design	9
3.2.3 Data analysis technique	9
3.2.3 Sampling size	9
3.2.1 Sampling technique	9

CHAPTER 4 TABLES

4.0 Finding and Analysis 10-25

TABLES

PAGE

CHAPTER 5

5.0 Conclusion and recommendations 26

5.1 Conclusion 26

5.2 Recommendations 27

REFERENCES

APPENDICES

Table 4.1 shows the program that involved in this research	10
Table 4.2 shows the age of respondents that involved in this research	11
Table 4.3 shows the race of the respondents	12
Table 4.4 shows the town of origin of respondents	13
Table 4.5 shows the number of respondents that wear jeans	14
Table 4.6 shows the number of respondents that influenced by brand	15
Table 4.7 shows the brand preferred by respondents	16
Table 4.8 shows the size wear by respondents	17
Table 4.9 shows the number of respondents that influenced by price	18
Table 4.10 shows where respondents buy their jeans	19
Table 4.11 shows the budget that respondent willing to spend for jeans	20
Table 4.12 shows the design preferred by respondents	21
Table 4.13 shows the color preferred by respondents	22
Table 4.14 shows the respondents that face problem	23
Table 4.15 shows the problem of respondent towards man jeans	24
Table 4.16 shows the suggestion given by the respondent	25

EXECUTIVE SUMMARY

This particular research is done to study the purchasing behavior of UiTM Sabah students on man jeans. As we all know, jeans are a popular wear to all age of individual especially teenagers. The market for jeans are considered covers a wide range since it can be accepted by all age of individual. Due to this, there are certain jeans brands that are successful and survive in the market for a long time for example Levi's, lee cooper and Lois. Now days, jeans are very popular wear among most of the world society including our country. There is a strong competition between jeans manufacturer. In this particular research, the problem is to know what the subjects are focusing on when purchasing man jeans. This research will be conducted at UiTM Kota Kinabalu campus. The respondents will be the Diploma level student and bachelor level, which consists 8 courses in diploma level and 2 courses in degree level.

Jeans is actually trousers or pants that are made from hard type of fabric. This type of pants is one of the popular wear among the world culture now days. Jeans attract people from every single age especially teenagers. Jeans come in several design, cutting or pattern such as boot cut, straight cut, straight fit, comfort straight, bell bottom and many more. The standard jeans patterns have two pockets at the back, two pockets at the front and each of it have a small pocket above it. Based on reliable resources, actually jeans are first used in the 16th century at the United States by the American worker that works in a cotton farm. This worker used jeans because it is made from hard fabric which they believe can protect them while working in the cotton farm.

This research used a convenience sampling of the non-probability technique in conducting the study. Convenience sampling attempts to obtain a sample convenience element. Researcher made a randomize method to pick the respondents that available at the right time. To represent the total number of population, researcher has distributed 120 sets of questionnaires to the respondents. This research used SPSS (Statistic Package for Social Science) to analyze the data from the questionnaires given to the respondents.

Data gathered through questionnaires and personal interviews are analyzed and interpreted in great length. Some information is found to be acceptable and some are with inferences which tend to be unacceptable. All the information and inferences resulting from the analysis are blended together to concluded the findings of the purchasing