



PURCHASING BEHAVIOR OF UiTM SABAH
STUDENT ON INSTANT NOODLES

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ACKNOWLEDGEMENT

First of all, I would like to thank Prof. Mat Yasin Jamil, one of my lecturers at the Marketing Research in UiTM Sabah who also acts as the evaluator of this report. I appreciate his kindness, help, supports as well as his useful advices given to me throughout my report. Without the assistance from him, it would have been impossible for me to go through everything starting from my proposal, report, information and all that concerns in make this final report. He assisted and helps me to achieve the purpose of the trainings by making sure that everything went smoothly. I would like to record once again a big thank you for everything, Prof. Without much help from you, it is hard for us to complete it alone.

I wish to express my gratitude to my classmates for all the happy moments shared with them even though I did my report different subject. I sincerely want to thank you from the bottom of my heart for the laughs, jokes, funs, treats, nudges, true / made up stories, self improving arguments, constructive criticism and most of all the spirit uplifting naughtiness in between. Guys, you have been the greatest part of our campus life and will carry it towards my old age (We will grow young forever in heart!!!). Hopefully, I will get together again someday and re-tell these great adventures of ours over and over again over a cup of coffee that as usual will stretch our gathering to hours. I enjoyed and cherished every moments of it. I hope that our friendship will last forever.

Lastly, I also want to say thank you to those involved directly or indirectly with my final report before, during and after its completion. We highly appreciated all that was done for us. I hope to someday be able to repay your helps in a form of being a successful contributor in this subject. Thank you.

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CHAPTER 1

INTRODUCTION

TOPIC OF RESEARCH

**“PURCHASING BEHAVIOR OF STUDENTS UiTM (BRANCH KOTA
KINABALU) SABAH ON A INSTANT NOODLE”**

BACKGROUND OF PRODUCT

Instant noodles are dried precooked [noodles](#) fused with oil, usually eaten after being soaked in boiling water for 3 to 5 minutes. A flavor packet is usually included with a packet of instant noodles. The flavor packet usually contains [monosodium glutamate](#), although MSG-free varieties can be found. The product may also be consumed raw from the packet, as the noodles are already cooked, usually by frying. The brick of noodles can be broken into squarish chunks before soaking or eating. If placed in hot water (such as from an office coffeemaker), 3 minutes in a [microwave oven](#) will cook them properly.

Instant noodles originate from instant versions of the [Japanese dish ramen](#), and retain that name in [North America](#). However, as their popularity spread through Asia, other regional varieties that reflect the diversity of noodles available in the region have appeared, such as instant [phở](#), instant [beef noodle soup](#) and instant [rice vermicelli](#) soup.

In terms of market volume, the [People's Republic of China](#) consumes instant noodles the most, with 44.3 billion packs sold there in 2005. [Indonesia](#) follows at 12.4 billion packs and [Japan](#) at 5.4 billion packs. [South Koreans](#) consume the most instant noodles [per capita](#) at 69 packs per year on average, followed by Indonesia at 55, and Japan at 42

OBJECTIVE OF RESEARCH

THEORETICAL FRAMEWORK

There is an objective of the research:-

- To identify students behavior in purchasing a instant noodle among students UiTM Branch Kota Kinabalu Sabah campus
- To investigate why students UiTM Branch Kota Kinabalu Sabah buy instant noodle
- To determine what types of instant noodle that are usually students UiTM Branch Kota Kinabalu Sabah buy.
- To identify problem faced by student in purchasing instant noodle.

Packaging

Quality

Dependent Variable

Price

Interesting price plays a major role. Cheap and affordable price usually attract consumers' attention especially students because they typically need to save.

Brand

There is a trend among buyers that they usually buy things from the same brand just because of attractive advertisements made by the company over and over again. Brand plays an important role and it has to be interesting. It should suits the society's background and it has to carry deep meaning into the society itself.