



A STUDY ON
PURCHASING BEHAVIOR OF UiTM SABAH'S
STUDENTS OF MEN'S WALLETS

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1.0 INTRODUCTION

1.1 Topic of research

A wallet is a small (usually pocket-sized) storage device used to holding a paper money, keep credit cards, cash, driver's licenses and other such items in one place. Wallets are generally made of leather or fabrics such as PVC. Some people who prefer carrying cash rather than cards use money clips, which are both small and simple. Hybrid money clips can also hold both cash and credit cards.

Wallets are usually associated with men, as a woman's version is usually known as a purse (this differs from the American English "purse" which is elsewhere referred to as a handbag). Men's wallets are usually sized to fit in a pocket, while most women's purses are meant to be carried in a larger bag, such as a handbag.

In this research, it only focuses on the men's wallet with the topic "Purchasing behaviour of UiTM student (Sabah branch) on men's wallet".

1.2 Background of the product

Wallets were developed almost immediately after the introduction of paper currency to the West in the 1600s. (The first corn paper currency was introduced in the New World by the Massachusetts Bay Colony in 1690.) Prior to the introduction of paper currency, purses (resembling simple drawstring leather pouches) were used for storing coins. Early wallets were made primarily of cow or horse leather and included a small pouch for printed calling cards.

The modern bi-fold wallet with multiple "card slots" achieved its uniform standard size in the early 1950s with the introduction of the first credit cards in 1951. Wallet design remained mostly unchanged throughout most of the late 20th century with the exception of the Velcro wallet which was introduced in the 1970s. In 1995 the ALI-ETT billfold designed by Ken Obenski was introduced making wallets considerably thinner and more compact. Today wallet design has exploded into myriad shapes, designs, and colours from dozens of designers.

1.3 Problem statement

Nowadays, they are different kind of brand and type of wallets that are available in the market. Each brand and type of wallets offers different kind of satisfactions, quality and price. For the UiTM student, it is hard to understand the purchasing behavior of which they are into, are they purchase wallets based on quality instead of the price itself.