



THE PURCHASING BEHAVIOR OF FEMALE STUDENTS IN
UITM KOTA KINABALU, SABAH ON PEN

NORWIN ASIM MINDAR
2006895065

BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU

2006

ACKNOWLEDGEMENT

TABLE OF CONTENT

I would like to praise to Allah for all the strength and ability give to make this reality. To finish this report has proven to be a great undertaking that would not have been feasible without the support of many great people.

ACKNOWLEDGEMENT

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 MatYasin 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.

CHAPTER

Finally, I would like to express my special thanks to my parents, housemate and classmate for their support and encouragement and indirect contribution in the process of completing this research.

1.2 OBJECTIVES OF STUDY

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

1.4 PROBLEMS DEFINITION

1.5 SCOPE OF STUDY

Norwin Asim Mindar

BBA (Hons) Marketing 03

CHAPTER 2

2.0 LITERATURE RIEW

2.1 THEORY FORMULATION

2.2 THEORY FRAMEWORK

TABLE OF CONTENT

CONTENT	PAGE NUMBER
LETTER OF TRANSMITTAL	i
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
TERMINOLOGY	ix
EXECUTIVE SUMMARY	xi
CHAPTER 1	
1.0 INTRODUCTION	1
1.1 BACKGROUND OF STUDY	1
1.2 OBJECTIVES OF STUDY	2
1.3 RESEARCH QUESTIONS	2
1.4 PROBLEMS DEFINITION	3
1.5 SCOPE OF STUDY	3
1.6 SIGNIFICANT OF STUDY	4
1.7 LIMITATION OF STUDY	5
CHAPTER 2	
2.0 LITERATURE RIVIEW	6
2.1 THEORY FORMULATION	9
2.2 THEORY FRAMEWORK	9

CHAPTER 3

3.0	RESEARCH METHODOLOGY AND DESIGN	11
3.1	RESEARCH METHODOLOGY	11
3.1.1	Questionnaires	11
3.1.2	Survey Methods	11
3.1.3	Secondary Data	12
3.2	RESEARCH SAMPLES	12
3.2.1	Population	12
3.2.2	Elements of population	12
3.3	SAMPLING PROCEDURES	
3.3.1	Convenience Methods	13
3.3.2	Simple Random Sampling (SRS)	13
3.3.3	Sample Size	14

CHAPTER 4

4.0	FINDING	15
-----	---------	----

CHAPTER 5

5.0	ANALYSIS AND INTERPRETATION OF DATA	32
-----	-------------------------------------	----

EXECUTIVE SUMMARY

This research is study on 'Purchasing Behavior of UiTM Sabah Student on Pen'. As we know that, stationary such as writing instrument is a basic tool for student especially. Writing instruments such as pen by which humans have recorded and conveyed thought, feelings and grocery list is the history of civilization itself. Pens are pointed implement used in writing or drawing to apply ink or a similar colored fluid to any surface, such as paper.

Thus, the objective of this research is to understand the purchasing behavior among UiTM student towards pens and to determine their preference too. Apart the significant of this study will give good impact firstly to the marketers, then to the respondents and lastly to the researcher as well.

Two types of data collection method are used. They are primary data and secondary data. Where primary data in this research, questionnaires will be design in order to guide researcher to interview respondents and secondary data are information, which are already in existences, but are relevant to this study. Two types of secondary were used. There are internal and external secondary data. Internal sources are those data is gathered within the organization that the research had carried out. These include information that collected from magazines, newspaper, pamphlets and others. External sources are those data that is collected outside the organization. These include data that is gathered from Internet, projects paper and other published document from libraries.

From the findings most the respondents have their own stationeries. And most of the respondents have no problem in purchasing stationeries. When purchasing stationery most of the respondents prefer to look for brand and quality. Most of the respondent fined information from others. Most of respondents spend about RM1 to purchase pens, and most of them use to purchase it twice a month. Most of the respondents prefer Stabilo as their pen brand; it is it because of the good quality.