



RESEARCH ON MALE UNDERWEAR AMONG  
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## **1.0 INTRODUCTION**

### **1.1 Background**

Now a day, there is a lot of type of underwear in the markets. With a lot of purchasing behavior from customers, this research was conducted to determine the purchasing behavior of male underwear in UiTM campus Kota Kinabalu. This can help the marketer to better determine the demand of male underwear among the UiTM's students.

This research is about the purchasing behavior of UiTM's student about man underwear which has conducted in the UiTM campus Kota Kinabalu. However, this research is only focuses on the male students and not conducted in female students. Since there is a lot of type of underwear, this research was purposed to find out what brand, design and fabric that frequently used by student. Other than that, this research was conducted to find out how much the budget spends by student to buy underwear.

### **1.2 Problem Statement**

The problem of this research is to know the purchasing behavior among UiTM's students toward underwear. This is important because the marketer want to know what the more is demanded and which is less as if they were to target their sales to the UiTM's students.

### **1.3 Objective of the research**

This research was conducted mainly seeks for the following objectives:

- 1.2.1 To identify the student spending pattern toward male underwear.
- 1.2.2 To identify the most famous brand of underwear that used by student.
- 1.2.3 To identify the problem faced by student while purchasing underwear.