



A STUDY ON PURCHASING BEHAVIOR OF UITM
SABAH'S FEMALE STUDENT TOWARDS PURSES

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EXECUTIVE SUMMARY.

Generally, my research is about purchasing behavior through purses among female students in the UiTM Sabah Campus. In this research, I want to know the problem that faced by the students especially female students. The problems that I want to investigate are the female students' satisfactions in terms of price, brand, quality and design. Other than that, I'm concerned about the objection which faced by the female students.

The purpose of my studies, are to identify the level of their satisfactions, to identify the objection faced by the students especially female, and to know the strategy that used to attract the students to purchase the product.

When conducting this research, I make questionnaires which consist of 18 questions, which my target is the female respondent in the UiTM Sabah Campus. And ask them to answer my questionnaire.

After collected the questionnaires, I have analyzed the questions with SPSS version 1.0 software to reduce error in analyzing the questionnaires.

Finally, I provide this final report which consists my findings. This is the complete report which determines the entire problem, limitation, experience, expertise and many more. I hoped that my findings will be useful to the students especially the female student, for making better decisions when they buy purses.

CHAPTER 1: INTRODUCTION.

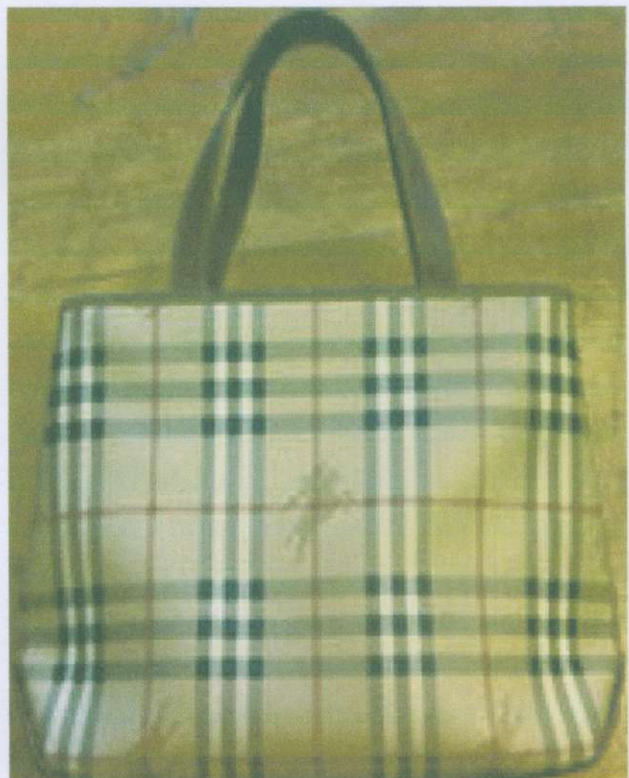
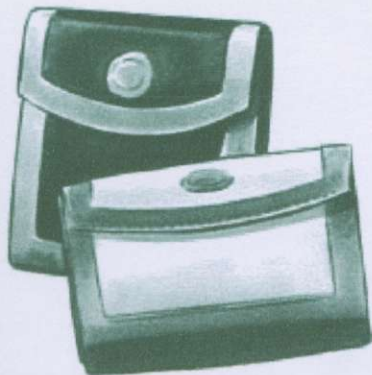
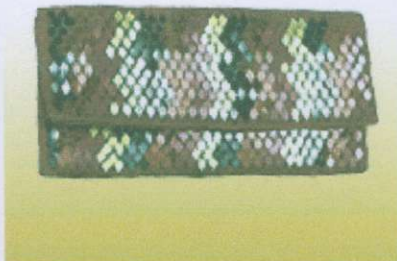
PROBLEM DEFINITIONS.

Topic of research.

My topic of research is to know about the purchasing behavior of the purses or women wallets among the female students in the UiTM Sabah Campus.

Background of the products.

Purse



Purses, such as this one by Burberry, are fashion accessories with a function. In American English, a **purse** is a small bag, also called a **handbag**.