



A RESEARCH ON THE PURCHASING BEHAVIOR
OF UiTM STUDENTS ON SUNGLASSES

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1.0 Introduction

2.0 Literature review

1.1 History of Sunglasses

Sunglasses are eyewear designed to help protect the eyes from excessive sunlight. Eyes are extremely light sensitive and can be easily damaged by overexposure to radiation in the visible and no visible spectra. Bright sunlight can be merely a distracting annoyance, but extended exposure can cause soreness, headaches, or even permanent damage to the lens, retina, and cornea. Short term effects of sun overexposure include a temporary reduction in vision, known as snow blindness or welders' flash. Long-term effects include cataracts and loss of night vision. In both cases, the damage is caused by ultraviolet (UV) light, which literally burns the surface of the cornea.

Sunglasses are production formulation of which is specially devised to promote the development of Sunglasses. Sunglasses are one method using with other person wither where there wearing the sunglasses. Now days, there are so many types and brand of sunglasses in the market. They can be in term raw material and the design of the sunglasses. In this study this research conducts to identify the purchasing behavior on sunglasses among the UITM Sabah students.

became a cultural phenomenon, and some people wore them even when it wasn't sunny, or when they were indoors.

Today, sunglasses continue to have advanced lenses that can protect the eyes from UV radiation, and they have become an industry standard, and there are sunglasses available for a variety of sports. There are numerous lens available for sunglasses, and sunglasses have changed styles over the years. Prescription glasses have also been given lens that only appear when the sun's rays hit the glasses. In 2004, Oakley developed a brand of sunglasses that had a built-in digital audio player. Many blind people now wear sunglasses, and many recognizable celebrities can be found wearing sunglasses. Even fictional

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2.0 Literature review

1.1)History of Sunglasses

Germany is the first country that developed detergent to replace soap in world war I because the shortage of fat in making soap. The first detergents were used chiefly for hand dishwashing and fine fabric laundering. After that the detergent s were develop for all purpose laundry by introduction of detergent with surfactant or builder combination on early 1946. This detergent is more powerful and easy to remove dirt. In 1953 detergent had surpassed soap. Now day's detergent more widely used than soap for laundering, dish washing and household cleaning

In 1936, sunglasses became polarized when Edwin H. Land began using his patented Polaroid filter when making sunglasses. Around this time, even more Americans started buying sunglasses. Famous movie stars and musicians also began to wear sunglasses. They started to become not only a way to protect against sun glare, but also a way to be "cool." Sunglasses became a cultural phenomenon, and some people wore them even when it wasn't sunny, or when they were indoors.

Today, sunglasses continue to have advances. UV protection has almost become an industry standard, and there are sunglasses available for a variety of sports. There are numerous tints available for sunglasses, and sunglasses have changed styles over the years. Prescription glasses have also been given tints that only appear when the sun's rays hit the glasses. In 2004, Oakley developed a brand of sunglasses that had a built-in digital audio player. Many blind people now wear sunglasses, and many recognizable celebrities can be found wearing sunglasses. Even fictional