



RESEARCH REPORT ON PURCHASING
BEHAVIOR OF UiTM SABAH STUDENTS
ON PENDRIVE

HUSSAINIE BIN AMJAH
2008154927

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

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ACKNOWLEDGEMENT

ASSALAMUALAIKUM W.B.T

First of all, I would like to give my greatest thanks to Allah S.W.T that gives me the opportunity to done the research with not much problem. Secondly that is to my lecturer Prof. Madya Mat Yassin for giving me the opportunity to conduct this research which is a requirement to fulfill our course subject that is MKT537 as it is one of our on-going assessment marks and also for his restless efforts as giving us the support and guideline until this paper completed.

I also would like to give my special thanks to all the respondents who gave the co-operation in filling out the questionnaires that I have distributed. Without their support I would not have the necessary samples that I required to complete my research and also not forgetting UiTM Sabah branch Library staff for giving us their co-operation in finding the executive summary, books and magazine as my references

Lastly, I would like to give my special thanks to my classmate, friends and senior in BBA Marketing who involve or not involve in completing this research report.

2.1 OBJECTIVE OF RESEARCH

THANK YOU...

1.0 INTRODUCTION

In this research, I will be focusing on the purchasing behavior of UiTM Sabah campus students on USB flash drive. Do you know what USB flash drive is. USB flash drives are compact and easy to use flash memory data storage devices integrated with a USB interface. The term "USB flash drive" is a generic term used to describe these products without specifying a particular manufacturer. USB flash drives are sold by many different companies under a variety of different proprietary product names such as JumpDrive, DataTraveler and Attaché, to name just a few.

The term "USB flash drive" is used in the same manner that the term "DVD" and "CD-RW" are used; to describe the technology in generic terms. Other common names and terms are pen drive, memory stick and thumb drive. They're virtually universally compatible with all Laptop and Notebook PCs running Windows 98SE and higher, as well as many MAC OS systems that have a USB port.

USB flash drives sales in 2006 are forecasted to reach 150 million units, with that number growing to 340 million in 2008, consisting of approximately 75% smart drives, according to Web-Feet Research.

2.0 OBJECTIVE OF RESEARCH

This research mainly seeks to achieve the following objectives:

- To gather information of UiTM students towards purchasing behavior on Flash drive product.
- To identify how many pendrive they have to fit themselves.
- To identify the common uses of flash drive towards UiTM students.