



A STUDY ON  
PURCHASING BEHAVIOUR OF  
UITM STUDENTS SABAH BRANCH ON  
SOCKS

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## ACKNOWLEDGEMENT

Firstly, I would like pray to ALLAH S.W.T because giving me healthy condition when doing my research. To finish this has proven to be a great undertaking that would not have been feasible without the support of many great people.

Then I would like to record my appreciation and thanks to my lecturer MKT537 Prof. Madya Mat Yasin Jamil whose guidance, comments and instruction throughout the completion of this research has become an invaluable learning. My special appreciation also goes to all my respondents for having a responded to my research for the cooperation given.

Finally, I would like to express my special thanks to my classmate for their support and some ideas that they give to help in the process of completing this research.

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

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## 1.1 BACKGROUND OF STUDY

### **EXECUTIVE SUMMARY**

Socks are usually made from cotton, wool, or polypropylene and less commonly from nylon. They come in many colors, though are typically dark for formal attire and white for athletic or casual attire. Colored socks may be a key part of a sport team's uniform. For example, different colored socks come in handy when struggling for a ball in a soccer match at times when several players become bunched. A teammate's leg can be distinguished from legs of an opposing player legs based on the color and pattern of their socks.

This research is done to understand the purchasing behavior among UiTM male student towards sock and to determine their preference. Not that all this research have fulfill Marketing Methodology (MKT 537) teaches by Prof. Madya Mat Yasin.

On this research it will explain what is the common problem faced by student while purchasing a sock.

Furthermore, this chapter also will determine about significant of study and many more we will know how to do research and give a lot of benefit trough doing these research. It's not just for researcher but also for student toward them purchasing behavior.

In fact, on this research will explain moiré about the objectives of research. Because by doing this we will know what the purpose for this research. Where the purpose is we know what are the main factor that respondent will chosen when purchasing a sock in term of price, brand, quality of material, design and also the important is they know how they might spend when purchase a sock.

Theoretical framework will also be shown in this research. In theoretical framework, we will look at dependent variables and independent variables.

After that, we will look at scope of study. Where scope of study consists of UiTM male's student on Sabah branch whether they use sock or not.

Lastly there will be a limitation while doing this research. These include problem that I have to face it further more the first research in my course.