



Universiti Teknologi MARA

Marketing Research MKT537

Research Report A Study of Purchasing Behavior Towards Backpack

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2006131547

BBA (HONS.) MARKETING

TABLE OF CONTENT

LIST OF TABLES

LIST OF FIGURES

EXECUTIVE SUMMARY

1.0 INTROUCTION

2.0 LITERATURE REVIEW

3.0 OBJECTIVE OF RESEARCH

4.0 SCOPE OF RESEARCH

5.0 THEORETICAL FRAMEWORK

6.0 RESEARCH METHODOLOGY

7.0 SIGNIFICANTS OF STUDY

8.0 LIMITATIONS OF STUDY

9.0 FINDINGS / FREQUENCY TABLES

10.0 DATA ANALYSIS

11.0 CONCLUSIONS AND RECOMMENDATIONS

12.0 APPENDICES

LIST OF TABLES

TABLE 1: RESPONDENT'S PROGRAMME

TABLE 2: RESPONDENT'S PART

TABLE 3: RESPONDENT'S GENDER

TABLE 4: RESPONDENT'S RACE

TABLE 5: RESPONDENT'S DISTRICT OF ORIGIN

TABLE 6: RESPONDENT'S CHOICE OF BACKPACK BRAND

TABLE 7: RESPONDENT'S WILLINGNESS TO SPEND TO PURCHASE A
BACKPACK

TABLE 8: RESPONDENT'S OPINION FOR BACKPACK CRITERIA /
CHARACTERISTICS

TABLE 9: RESPONDENT'S PREFERRED PLACE TO PURCHASE BACKPACK

TABLE 10: RESPONDENT'S NUMBER OF BACKPACK OWNED

TABLE 11: RESPONDENT'S FREQUENCIES OF SWITCHING / CHANGING
BACKPACK IN A YEAR

TABLE 12: RESPONDENT'S OPINION ABOUT THE BACKPACK PRICE IN THE
MARKET

TABLE 13: RESPONDENT'S OPINION ABOUT 'INAPPROPRIATE BACKPACK
USE CAN CONTRIBUTE TO BACK PAIN SUFFERING

TABLE 14: RESPONDENT'S OPINION ABOUT 'USING LOCKERSTORE
BOOKS IS BETTER THAN USING BACKPACK TO BRING THEM

TABLE 15: RESPONDENT'S PROBLEM WHILE PURCHASING OR USING
BACKPACK

TABLE 16: RESPONDENT'S GENDER * RESPONDENT'S CHOICE OF BACKPACK
BRAND

TABLE 17: RESPONDENT'S CHOICE OF BACKPACK BRAND * RESPONDENT'S
OPINION FOR BACKPACK CRITERIA / CHARACTERISTICS

TABLE 18: RESPONDENT'S WILLINGNESS TO SPEND TO PURCHASE A
BACKPACK * RESPONDENT'S OWNED HOW MANY BACKPACK

TABLE 19: RESPONDENT'S WILLINGNESS TO SPEND TO PURCHASE A
BACKPACK * RESPONDENT'S OPINION ABOUT BACKPACK'S PRICE IN THE
MARKET

SALINAN FOTO TIDAK DIBENARKAN

LIST OF FIGURE

FIGURE 1: RESPONDENT'S PROGRAMME

FIGURE 2: RESPONDENT'S PART

FIGURE 3: RESPONDENT'S GENDER

FIGURE 4: RESPONDENT'S RACE

FIGURE 5: RESPONDENT'S DISTRICT OF ORIGIN

FIGURE 6: RESPONDENT'S CHOICE OF BACKPACK BRAND

FIGURE 7: RESPONDENT'S WILLINGNESS TO SPEND TO PURCHASE A
BACKPACK

FIGURE 8: RESPONDENT'S OPINION FOR BACKPACK CRITERIA /
CHARACTERISTICS

FIGURE 9: RESPONDENT'S PREFERRED PLACE TO PURCHASE
BACKPACK

FIGURE 10: RESPONDENT'S NUMBER OF BACKPACK OWNED

FIGURE 11: RESPONDENT'S FREQUENCIES OF SWITCHING / CHANGING
BACKPACK IN A YEAR

FIGURE 12: RESPONDENT'S OPINION ABOUT THE BACKPACK PRICE IN
THE
MARKET

FIGURE 13: RESPONDENT'S OPINION ABOUT 'INAPPROPRIATE
BACKPACK
USE CAN CONTRIBUTE TO BACK PAIN SUFFERING

FIGURE 14: RESPONDENT'S OPINION ABOUT 'USING LOCKERSTO STORE
BOOKS IS BETTER THAN USING BACKPACK TO BRING THEM

FIGURE 15: RESPONDENT'S PROBLEM WHILE PURCHASING OR USING
BACKPACK

EXECUTIVE SUMMARY

BACKGROUND This research is about to gather information about the purchasing behavior of male backpack among the UiTM students. This study were conducted to identify which type of backpack that the student prefer most, and to identify how much they are willing to pay for backpack. Other than that, this research was also undertaken to identify the students' preference of color, design, and also finding their problem toward the backpack. A quota sampling technique was used in his study. 120 populations size of students are selected. 84 questionnaires were distributed and 36 interviews were conducted. In the quota sampling, all of the respondents are UiTM students.

CONCLUSION As a result from this study, all of the respondents selected have given a fully cooperation and 120 responses are received.