

ACKNOWLEDGEMENT

First, thanks to Allah for giving me the strength and spirit to complete this report. By completing this report, it has proved to me that without any help from the great and marvelous people out there, this report cannot be finished punctually.

Special thanks to my lecturer, Professor Madya MatYasin Jamil who always willing to help from the beginning, gives his guidance, and encouragement in preparing this report.

Not forgetting to express the greatest and sincerest thanks to my family for giving the morale supports during my entire study. Lastly, I would like to thank all my friends because they are also helping me to give such brilliant ideas and information in completing this research.

In here, once again to those people who always be there and willing to help me by their own voluntary and inheritance character, thanks a lot, sincere from the depth of my heart. May Allah S.W.T bless all of you in no matter what you do.

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

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BBA (HONS) MARKETING 03

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EXECUTIVE SUMMARY

This research is study on 'Purchasing Behavior of UiTM Sabah Student on Tudung'. As we know that, 'tudung' is a basic rule in Islam for the Muslim female to wear. Nowadays, 'tudung' is being going parallel with the modern era but still based on the rules of syariah. To meet the demand and the needs of current market, 'tudung' has been commercialized in terms of the fabric, the color, the added accessories, the fashion and the brand also being created. Thus, the objective of this research is to understand the purchasing behavior among UiTM student towards 'tudung' and to determine their preference too.

The significant of this study will give good impact firstly to the entrepreneurs, then to the respondents and lastly to the researcher as well. Two types of data collection method are used. They are primary data and secondary data. Where primary data in this research, questionnaires will be design in order to guide researcher to interview respondents and secondary data are information, which are already in existences, but are relevant to this study. Two types of secondary were used. There are internal and external secondary data. Internal sources are those data is gathered within the organization that the research had carried out. These include information that collected from magazines, newspaper, pamphlets and others. External sources are those data that is collected outside the organization. These include data that is gathered from Internet, projects paper and other published document from libraries.

Based on the analysis of the survey, it was found that the findings and results of the survey are concurrent with literature and there some problem encountered and some suggestions to solve.

Overall of this research, from the finding and analysis, researcher made the conclusion that most of the UiTM students prefer.