



A STUDY ON PURCHASING
BEHAVIOUR OF UiTM SABAH STUDENTS ON
HAIR CUT STYLE SERVICES

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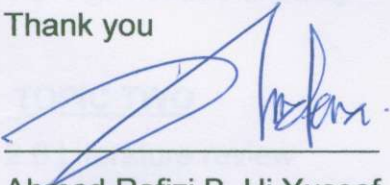
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EXECUTIVE SUMMARY

This research is study on 'Purchasing Behavior of UiTM Sabah Student on Hair cut style services '. As we know that, in this world today hair is one of the most important things as our impression to the public either male or female, workers or students. Now days we can see many types of hair cut style its familiar with the changing rapidly in term of philosophy, technology, demographics and social factors either both men and women. Since UiTM Sabah has established there are also have a rule and regulation that must follow as a university student. A lot of hair cut style that we seen from early 80's with Afro and Commando style to nowadays which is more smart such as Side Part and Short hair. This research also can give to express the market to be more understood about the university student taste on hair cut style and at the same time can modify the hair cut style among male student with low cost, smart, clean and most important followed rules and regulation of the university.

Actually there are 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. 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.