



A STUDY ON PURCHASING
BEHAVIOUR OF UiTM SABAH'S STUDENTS TOWARD
WRISTWATCHES

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Annel Osyairi Bin Osman.

BBA 03, a proud MKT 536 student.

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EXECUTIVE SUMMARY

This research is about the study on the purchasing behaviour of UiTM Sabah's student towards wristwatch.

As the subject has implied, this research took place mainly at UiTM Sabah and the respondents is the students themselves. The population sampling of 126 respondents of students is chosen based from all study programs, parts, genders and ethnic races as requirements to make this research representative for UiTM Sabah student. Due to short semester period, the researcher had took the approached of using the more convenience sampling technique. Questionnaires and personal interviews are used as tools of methodology in order to gain raw primary data for further analysis while secondary data is obtained from other resources mainly from the internet.

The result and finding obtained seems to be quite significant for the researcher to make firm conclusion. B.U.M. and 'Guess' are the top brands of wristwatches for UiTM Sabah students and mostly like it in silver, whether it is about the material or the colour. Limited budget of around RM50 - RM100 is reasonable for a student to spend on their favourite wristwatch which seems to put high priority in term of design. The conventional analog displayed is still the favourites with not too big or too small in term of its size. The major issue encountered is problems on short battery lifespan and suggestions have been made to rectify the current inconveniences faced.

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