

PURCHASING BEHAVIOUR OF
UITM SABAH STUDENT ON TOOTHPASTE

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EXECUTIVE SUMMARY

This research is conducted to study the purchasing behavior of UiTM, Sabah students on toothpaste. For students and almost everybody, toothpaste is part of daily life, where it has been used not only to clean our teeth but also it build self-confident.

Today, we can see many toothpaste brands in the market. Most of these brands already been value-added to ensure their toothpaste stay competitive in the market. From the original flavor in the early days, now there variety of toothpaste flavor available in the market.

This research could give important indicators to marketers for example to understand which brand are preferred more, thus to increase supply on the more preferred brand in the market and to cut production on the least preferred one.

Two types of data collection used in the research which are the common secondary and primary data. For the secondary data, information is gathered from the internet and magazines. For the primary data, information is collected by distributing questionnaires to respondents. Interview was also made on certain portion of the respondents.

1.0 INTRODUCTION

1.1 Introduction

Toothpaste is a paste or gel that used to clean and improve the appearance and health of teeth. It is always used together with a toothbrush. Regular use of toothpaste promotes good oral hygiene where toothpaste aid in removal of dental plaque and food from teeth. Apart of that it also aid in reducing the risk of suffering tooth and gums disease.

1.2 Background of the study

Toothpaste are among of product that student in UiTM (Sabah Branch) always purchase and use. Every day, the students will brush their teeth which require toothpaste in order to achieve total cleanness and freshness before the go to the class or anywhere. Today there are many toothpaste manufacture whose offer many line of products under different brands. This study will determine whether students purchase toothpaste based on their experience, budget, brand and other factors. Basically from this study, we will know what the factor influence student to purchase toothpaste.