

THE PURCHASING BEHAVIOR OF STUDENTS
TOWARDS COMIC BOOKS

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EXECUTIVE SUMMARY

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CHAPTER 1 INTRODUCTION

My research is generally about the purchasing behavior of UiTM Sabah branch students towards comic books and there are 11 courses available which are Pre-Science, Pre-Commerce, DBS, DIB, DPA, DPP, DIS, DPIM, DIA, BBA and BASc where under each course they are divided into parts which are 1,2,3,4,5,6. In this research, I am going to identify and understand factors that contribute towards their purchasing behavior in buying comic book

The main purpose of this study is to determine types of comic books that students read, language preferred, the number of purchases, sources of funds, amount of money that they spent on every purchases and also to determine factors that influence students buying behavior towards comic's books as well as other relevant factors that might interest students to buy one.

In conducting this research, I have made 120 questionnaires which consist of 17 questions that are distributed to the students of UiTM Sabah branch based on their courses and parts. After collecting the questionnaires, I'm going to analyze the data that is obtained from the students with the SPSS version 13.0 software which can aid in reducing the number of errors in data analyzing providing more efficient and accurate results.

Finally, after analyzing the data I will provide a final report which consists of all my findings such as problems, experience, limitation, recommendation and many more. I hope that my findings will be useful for comic book writers, producers and also students.

2.1) COMIC BOOK SAVE UNIVERSITI STUDENTS FROM

BOREDOM.

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