



PURCHASING BEHAVIOUR OF UiTM
SABAH STUDENTS ON SOAP

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CHAPTER 1.0

Introduction

1.1 Introduction

Soap is a production formulation of which is specially devised to promote the development of soap. Soap was usually used to clean and protect body from germs. Nowadays, there are so many types of soap in the market. They can be in term of liquid and bar soap. In this study this research conducts to identify the purchasing behavior on soap among the UITM Sabah students.

1.2 Significant of study

The significance of this research can be seen from the following:

To the underachievement

To fulfill the requirement of completing the requirement of completing the MBA (HONS) Marketing program and to enable the students to put their practice the theoretical knowledge acquired throughout the course.

1.2 Objective of research

There are the objectives of this research;

There are the limitations of this study:

- To investigate the purchasing behavior on soap among the UITM Sabah student.
- To identify problem faced by student in purchasing soap.
- To gather information in improving the soap used by the students.

experience to complete this research.

1.3 Significants of study

The significance of this research can be seen from the following:

do not give back the questionnaire.

To the undergraduate

To fulfill the requirement of completing the requirement of completing the **BBA (HONS) Marketing** program and to enable the student to put their practice the theoretical knowledge acquired throughout the course.

The respondent gives the wrong information

The researcher always faced with the wrong answer in the quest results. This because of the respondents just answers and filled the answer directly.