

A STUDY ON PURCHASING BEHAVIOR OF
MALE STUDENTS OF UITM SABAH ON
HAIRCUTS OR HAIRSTYLE

CHRISTOPHER DAVY REDUAN SYAH
2006131531

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU

2007

ACKNOWLEDGEMENT

First of all, I would like to thank to God, who has gave me strength, good health and patience during completing this report. Not to forget to all the respondents who were very kind to spend their valuable time by filling the questionnaires and also helping me to distribute it to their friends as well. Their cooperation and honesty during answering the questionnaires are highly appreciated.

My special thank goes to my lecturer of MKT536, Professor Madya MatYasin Jamil for his guidance and encouragement upon completing this report.

Last but not least, I would like to thank to my family and friends who have given me their ideas and information regarding my research.

DEFINITION OF TERMS	4
CHAPTER 1	
1.0 Background of Study	5
1.1 Research Question	11
1.4 Problem Definition	22
1.5 Limitation of Research	23
CHAPTER 2	
2.0 Literature Review	14
2.1 Theoretical Framework	15
CHAPTER 3	
3.0 Research Methodology	16
3.1 Research Sample	17
3.2 Sampling Design	18
CHAPTER 4	
4.0 Finding and Analysis	19-34
CHAPTER 5	
5.0 Conclusion	35
5.1 Recommendations	36
REFERENCES	37
APPENDICES	38

TABLE OF CONTENTS

	PAGE
TABLE OF CONTENTS.....	1
LIST OF TABLES	2
LIST OF FIGURES.....	3
DEFINITION OF TERMS.....	4
EXECUTIVE SUMMARY.....	5
CHAPTER 1	
1.0 Background of Study.....	6
1.1 Focus of Study.....	7
1.2 Objectives of Study.....	8
1.3 Research Question.....	9-11
1.4 Problem Definition.....	12
1.5 Limitation of Research.....	13
CHAPTER 2	
2.0 Literature Review.....	14
2.1 Theoretical Framework.....	15
CHAPTER 3	
3.0 Research Methodology	16
3.1 Research Sample.....	17
3.2 Sampling Design.....	18
CHAPTER 4	
4.0 Finding and Analysis.....	19-34
CHAPTER 5	
5.0 Conclusion	35
5.1 Recommendations.....	36
REFERENCES.....	37
APPENDICES.....	38

LIST OF FIGURES

LIST OF TABLES

	PAGE
Table 4.1 Shows the entire programs that involved in this research.....	19
Table 4.2 Shows part of program of respondents that involved in this research.....	20
Table 4.3 Shows the race of respondents that involved in this research.....	21
Table 4.4 Shows the town on origin of respondents that involved in this research.....	22
Table 4.5 Shows whether respondents smoking or not.....	23
Table 4.6 Shows the age of respondents when they first experimented with cigarette smoking	24
Table 4.7 Shows the numbers of cigarettes that the respondents had smoked during the past 30 days	25
Table 4.8 Shows the amount of money that the respondents are willing to spend on purchasing cigarette per month.....	26
Table 4.9 Shows whether respondents think that smoking is harmful towards their health.....	27
Table 4.10 Shows whether respondents will shop around and compare the price of cigarette before purchasing it or not.....	28
Table 4.11 Shows the place to buy the cigarettes by the respondents.....	29
Table 4.12 Shows the main factor that influencing respondents when purchasing certain brands of cigarettes.....	30
Table 4.13 Shows the brands of cigarettes that respondent usually smoke.....	31
Table 4.14 Shows the problems encountered by respondents while purchasing or smoking cigarettes.....	32
Table 4.15 Shows the suggestions to overcome the problem	33

EXECUTIVE SUMMARY

This research is study on 'Purchasing Behavior of UiTM Student (Sabah campus) on cigarettes '. Nowadays, a lot of educated people that studying in higher learning education are smokers, especially male students. Smokers are actually smoked by choice. The cigarettes have never been a logical product & a brand choice has always been determined by images appealing on an emotional level rather than for rational choice. They might have their own reasons on why do they smoke. Thus, the objective of this research is to understand the purchasing behaviors among Uitm students toward cigarettes and to determine their preference too.

The significant of this study will give us some pictures of the purchasing behaviors among Uitm students, identifying the preference of brand of cigarette they smoked and to know the respondents' background on smoking cigarettes as well. They are two types of data collecting method being used, namely Primary Data & Secondary Data. Primary Data in this research was the distributed questionnaires, whereby the questionnaires were design in order to guide researcher to interview the respondents.

On the other hand, Secondary Data consists of internal and external. Internal sources are data that were gathered within the organization that the research being carried out. These include information that was collected from magazines, newspapers, pamphlets etc. External sources are those data that were collected outside the organization. These include data that were collected from the internet, project paper and other published document from libraries.

According to the research analysis, it was found that the findings and results of the survey are concurrent with literature and some problems encountered same suggestions to solve. Overall of this research, from the finding and analysis, researcher made the conclusion that most of male students don't smoke and the factor influencing them purchasing the brand of cigarettes might be the affordable price which a lot of them choose to smoke the local brands cigarette over the international brand of cigarettes. Many of the respondents advised/suggested that do not even want to try to smoke because it will only get them addicted and completely hate it later.