



A STUDY ON PURCHASING
BEHAVIOR OF MALE UiTM SABAH STUDENT ON
BELT

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ACKNOWLEDGEMENT

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Firstly, praise to the Allah for giving me the life and health to go through His Challenges of living in His universe. To finish this report has proven to be a great undertaking that would not have been feasible without the support of many great people.

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A number of people have been very helpful in the course of my research into the information contained in this project report. I would like to record my appreciation and thanks to my lecturer MKT536; Prof. Madya Mat Yasin Jamil whose guidance, comments and instruction throughout the completion of this project has become an invaluable learning. My special appreciation also goes to all my respondents for having a responded to this project survey and interview and for the cooperation given.

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Finally, I would like to express my special thanks to my parents, housemate and classmate for their support and encouragement and indirect contribution in the process of completing this research. 1

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To all the above once again I express my thankfulness and appreciation.

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EXECUTIVE SUMMARY

This research is study on “Purchasing Behavior of UiTM Sabah Male Student on Belt” and only for full time student. As we know that, belt such as necessary things especially for student. It used for formal or informal events such as go to class, library, café and outside campus. Thus, the objective of this research is to understand the purchasing behavior among UiTM student towards belt and to determine their preference too. The significant of this study will give good impact firstly to the entrepreneurs, then to the respondents and lastly to the researcher as well. Two types of data collection method are used. They are primary data and secondary data. Where primary data in this research, questionnaires will be design in order to guide researcher to interview respondents and secondary data are information, which are already in existences, but are relevant to this study. Two types of secondary were used. There are internal and external secondary data. Internal sources are those data is gathered within the organization that the research had carried out. These include information that collected from magazines, newspaper, pamphlets and others. External sources are those data that is collected outside the organization. These include data that is gathered from Internet, projects paper and other published document from libraries.

Based on the analysis of the survey, it was found that the findings and results of the survey are concurrent with literature and there some problem encountered and some suggestions to solve. Whereby most of respondents are very satisfied while purchasing belt. Overall of this research, from the finding and analysis, researcher made the conclusion that most of the UiTM students have their own behavior on buying belt.