



MARA UNIVERSITY OF TECHNOLOGY

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BUSINESS RESEARCH METHODOLOGY (MGT369)

RESEARCH REPORT OF LIFESTYLE, BEHAVIOR AND
PHYSICAL APPEARANCE OF METRO SEXUAL MALE
STUDENTS IN UITM SABAH"

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Abstract

This study is about metrosexual male students in UiTM Sabah. The main focus to be investigated is their lifestyle, behavior and physical appearance. The researchers put 3 main variables as a theory of the impact factors towards this type of male. The 3 main variables are personal variables (i.e. self-image consciousness, ageing effects, physical attractiveness, state of health), socio-cultural variables (i.e. beliefs, lifestyle), and marketing variables (i.e. advertising, purchase situation).

The researchers use questionnaire in order to achieve the answer about this study. The respondents that will be reached is 100 respondents which all of them are UiTM male students.

This study was done only for 3 months which started at the month of August until the month of October. Madam Sharifah Nurafizah is the guider of this research and 5 persons will do the research.

Table of Contents

Title	i
Acknowledgement	ii
Letter of Submission	iii
Declaration	iv
Abstract	v
Table of Contents	vi
List of Tables	vii
List of Figures	viii
Chapter 1: Introduction	1
1.1 Background of the study	2
1.2 Scope of the Study	
1.2.1 Area of Study	
1.2.2 Place of Study	
1.2.3 Target Group	
1.2.4 Period of Research	
1.3 Problem Statement	3
1.4 Research Objectives	
1.5 Research Questions	
1.6 Limitations of the Study	
1.7 Significance of the Study	4
1.8 Definitions of Terms	
Chapter 2: Literature Review	5
2.1 Literature Review	
2.2 Theoretical Framework	7
Chapter 3: Research Methodology	8
3.1 Primary Data	
3.2 Secondary Data	
3.3 Sampling Procedure	
3.3.1 Target Population	
3.3.2 Sampling Frame	9
3.3.3 Sampling Technique	10
3.3.4 Sample Size	
3.3.5 Data Analysis Procedure	
3.3.6 Questionnaire Design	11
Chapter 4: Findings & Analysis	12
Chapter 5: Recommendation & Conclusion	62
Chapter 6: References	64
Appendix	xi

List of Tables

1. Tables 4.1: RESPONDENTS PROGRAMME	12
2. Tables 4.2: RESPONDENTS PART	14
3. Tables 4.3: RESPONDENTS AGE	16
4. Tables 4.4: RESPONDENTS RESIDENT OR NON-RESIDENT	18
5. Tables 4.5: RESPONDENTS MARITAL STATUS	20
6. Tables 4.6: RESPONDENTS FINANCIAL SOURCES PER MONTH	22
7. Tables 4.7: RESPONDENTS RACE	24
8. Tables 4.8: RESPONDENTS RELIGION	26
9. Tables 4.9: RESPONDENT FOLLOWS OR NOT THE CURRENT FASHION ISSUE	28
10. Tables 4.10: SOURCES THAT RELATED WITH FASHION WHICH RESPONDENTS GET FROM	30
11. Tables 4.11: RESPONDENTS BEING INFLUENCE BY FRIENDS' PERSONALITY	32
12. Tables 4.12: RESPONDENTS BEING INFLUENCE BY THEIR FRIENDS	34
13. Tables 13: RESPONDENTS BEING INFLUENCE BY ACTORS' PERSONALITY	36
14. Tables 4.14: RESPONDENTS BEING INFLUENCE (BASED ON QUESTION 3)	38
15. Tables 4.15: RESPONDENTS THINK ABOUT THEIR PHYSICAL APPEARANCE	40
16. Tables 4.16: HOW MANY TIMES RESPONDENTS THINK AND CHOOSE THEIR CLOTHES	42
17. Tables 17: TYPES OF RESPONDENTS FACIAL PRODUCT USE EVERYDAY	44