



UNIVERSITY TECHNOLOGY MARA

**RESEARCH METHODOLOGY
MGT369**

**CHARACTERISTIC IN SEARCHING
A SOULMATE**

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ABSTRACT

In the research that we have conducted, finding a soulmate can be define as finding someone that you will live your life together forever. Here in the research, we have divided it into five chapters as the process of identifying our research.

In chapter one, as the introduction of our research study, the scope of our study are divided into two, that is geography and demography. This study is more to identify the characteristic that most people prefer in searching for their sulmates. We have conducted this research in UiTM Sabah, and UiTM student as our target group which is conducted from July to October 2009. the researcher intend to conduct a research in order to identify the characteristic in searching a soulmate, so that it helps to understand better about the problem occurred. Here, the researcher also discuss about the objective of the research, limitation of study, significant of study and the definition of terms.

On the next chapter, it consist the definition of all the factors that become the priority of choosing a soulmate. This chapter also includes the theoretical framework of searching a soulmate. Three factors involve physical appearance, education level, and family background as the independent variable, and the characteristic as the dependent variable.

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1. INTRODUCTION

1.1 BACKGROUND OF STUDY

For many times, people say there is no need to care whatever characteristic of their partner will be. They will accept them by the way they are. Somehow, in logical way of thinking, people will be attracting with somebody by their first sight. Which means, if they get attract by the first sight so there will be a criteria that a person would like to prefer in finding their soulmate.

The researcher has rise and identify a 'Characteristic in Searching a Soulmate' problem to identify what kind of characteristic that a person is prefer in searching their soulmate whether they are looking it in the physical appearance, education level and family background. By doing a research, it helps the researcher more understand and gain more information about the problem.