



**COMPULSIVE BUYING BEHAVIOR AMONG WORKERS
IN PDT JELEBU AND NAZA SDN. BHD.**

**NORAMARINA BINTI SELAMAT
2012300957**

**NUR ASIKIN BINTI REDZWAN
2012597075**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (FINANCE)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (FINANCE)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

We, Noramarina Binti Selamat, (I/C Number: 910330-05-5016) and

Nur Asikin Binti Redzwan, (I/C Number: 920321-10-5850)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and source of my information have been specifically acknowledged.

Signature: _____
(NORAMARINA BINTI SELAMAT)

Date: _____

Signature: _____
(NUR ASIKIN BINTI REDZWAN)

Date: _____

LETTER OF SUBMISSION

30th May 2015

The Head of Program
Bachelor of Business Administration (Hons) Finance
Faculty of Business Management
Universiti Teknomogi Mara
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “**COMPULSIVE BUYING BEHAVIORS AMONG WORKERS IN PDT JELEBU AND NAZA SDN. BHD.**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You

Your Sincerely,

.....
NORAMARINA BINTI SELAMAT
2012300957
Bachelor of Business Administration (Hons) Finance

.....
NUR ASIKIN BINTI REDZWAN
2012597075
Bachelor of Business Administration (Hons) Finance

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENT	i
TABLE OF CONTENT	ii - iv
LIST OF FIGURE	v
LIST OF TABLES	vi
ABSTRACT	vii
CHAPTER 1	INTRODUCTION
1.1	Introduction 1
1.2	Background of Study 1-3
1.3	Problem statement 4-6
1.4	Research Questions 6
1.5	Research Objectives 6
1.6	Significance of Study 7
1.7	Scope and coverage of the study 8
1.8	Limitations of the Study 8
1.9	Definition of Terms 9
CHAPTER 2	LITERATURE REVIEW
2.1	Introduction 10
2.2	Literature Review
	2.1.1 Compulsive buying 10-12
	2.1.2 Peoples' Impression 12-14
	2.1.3 Financial satisfaction 14-17

ABSTRACT

This research conducted focusing on the factors influencing compulsive buying among Pejabat Daerah dan Tanah (PDT) Jelebu and Naza Sdn. Bhd. This study identifies three independent variables which are peoples' impression, financial satisfaction, and financial literacy. In line with this, the main objectives of this study are (1) to examine the factors that influence the compulsive buying habits among PDT Jelebu and Naza Sdn. Bhd. (2) to investigate the relationship between peoples' impression, financial satisfaction and financial literacy with compulsive buying. The respondent of this study was the employees of PDT Jelebu and Naza Sdn. Bhd. 240 questionnaires had been distributed equally to both companies. The researchers had used convenient sampling as a sampling technique. The process of analyzing and interpreting data is collected. The results from the model used are correlation and regression analysis shown that there is a significant relationship between peoples' impression and financial satisfaction with compulsive buying. The researchers also have come out with a few recommendations to be taken into consideration. By implementing these recommendations, it will help the future researcher to investigate more factors that get affect compulsive buying.