



**THE RELATIONSHIP BETWEEN PERSONALITY TRAITS AND  
PRESTIGE SENSITIVITY WITH FASHION CONSCIOUSNESS  
AMONG UITM STUDENTS IN SABAH**

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## **DECLARATION OF ORIGINAL WORK**



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## ABSTRACT

The purpose of this project paper is to study the factors influences in the fashion consciousness among the UiTM students in Sabah. The researcher is focusing on personality traits and prestige sensitivity. For the aid of this research, quantitative data collection and convenience sampling is use in aiding the research. The target population for this study is the students from local Universiti which is Bachelor Degree Students in Faculty of Business Management in UiTM Sabah. 150 questionnaire distributed to the respondent and 120 was analysed with 73 Female and 47 Male. Researcher analysed the data by using Statistical Package for the Social Sciences (SPSS) software.