

**UNIVERSITI TEKNOLOGI MARA**  
**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**



**“A STUDY ON FACTORS THAT AFFECTING THE PURCHASING FOREIGN  
PRODUCTS AMONG UTM SEREMBAN STUDENTS”**

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## **ABSTRACT**

The purpose of the study was to examine the factors that influence UITM Seremban students to purchase foreign products. The study was carried out between Mac until August 2022. This study employed a Convenience Sampling technique in collecting the survey data. The result of the study revealed two important findings. First, the product branding influences the main factors that affect the purchasing foreign products among the UiTM Seremban Students as most of the international branding had their own stage name and their own reputation. Second, the study also shows that all independent variables in the study were related and with the dependent variable as the result shows in the appendix of the Statistical Package for the Social Sciences especially the multiple regression as the value was more than 25% hence it shows the positive relationship between the independent and with the dependent variable. Hence this research had met the positive relationship between the independent and the dependent variable.

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