



**UNIVERSITI TEKNOLOGI MARA
SABAH
KOTA KINABALU CAMPUS**

**MARKETING RESEARCH
(MKT 537)**

**FINAL REPORT:
A STUDY ON
PURCHASING BEHAVIOR OF UiTM SABAH'S
STUDENTS TOWARDS BRACELET**



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PROJEK PELAJAR

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EXECUTIVE SUMMARY

This research is study on 'Purchasing Behavior of UiTM Campus Kota Kinabalu Sabah Branch Students on Bracelets '. Today, bracelets can be classified as one of basic accessories for teenagers and adult especially. They wearing bracelet not only as a accessories or image but also wearing bracelet as medical treatment, identification, awareness ribbons and many. Thus, the main objective of this research is to find out the purposes of UiTM Sabah students wearing a bracelets.

Two types of data collection method are used. They are primary data and secondary data. Where primary data in this research, questionnaires will be design in order to guide researcher to interview respondents and secondary data are information, which are already in existences, but are relevant to this study. Two types of secondary were used. There are internal and external secondary data. Internal sources are those data is gathered within the organization that the research had carried out. These include information that collected from magazines, newspaper, pamphlets and others. External sources are those data that is collected outside the organization. These include data that is gathered from Internet, projects paper and other published document from libraries.

Based on the analysis of the survey, it was found that the findings and results of the survey are concurrent with literature and there some problem encountered and some suggestions to solve.

Overall of this research, from the finding and analysis, researcher made the conclusion that most of the UiTM Campus Kota Kinabalu, Sabah Branch students prefer 'Charm' as their favourite type of bracelet and very popular among the teenagers. They also like to spend money between RM11 to RM25 to buy a bracelet. They are attracted to buy bracelets when they survey at shop or supermarket by themselves.