



**UNIVERSITI TEKNOLOGI MARA  
SABAH  
KOTA KINABALU CAMPUS**

**MARKETING RESEARCH  
(MKT 537)**

**FINAL REPORT:  
A STUDY ON  
PURCHASING BEHAVIOR OF UiTM SABAH'S ON  
MINERAL WATER.**

**PREPARED FOR:  
ASSOCIATE PROF. MATYASIN BIN JAMIL**

**PREPARED BY:  
ZURINAH RONSEN  
2006154933  
BACHELOR IN BUSINESS ADMINISTRATION (HONORS)  
MARKETING**

**SUBMISSION DATE:**

PROJEK PELAJAR

TABLE OF CONTENTS

PAGES

	PAGES
1.0 INTRODUCTION	1
2.0 OBJECTIVE OF RESEARCH	1
3.0 SCOPE OF RESEARCH	2
4.0 THEORETICAL FRAMEWORK	3
5.0 LITEARTURE REVIEW	4
6.0 RESEARCH METHODOLOGY	5 - 6
7.0 RESEARCH SAMPLING	7
8.0 SIGNIFICANT OF STUDY	8
9.0 LIMITATION OF STUDY	9
10.0 TERMINOLOGIES AND DEFINITION	10
11.0 DATA ANALYSIS	11
12.0 FINDING ANALYSIS	12
13.0 CONCLUSION AND RECOMMENDATION	28

SALINAN FOTO TIDAK DIBENARKAN

# LIST OF TABLES

TABLE	DESCRIPTIONS	PAGE
Table 12.1	Shows the entire programs that involved in this research.	12
Table 12.3	Shows the entire parts of programs of the respondents that involved in this research.	14
Table 12.5	Shows the gender of respondents that involved in this research.	16
Table 12.6	Shows the races of respondents that involved in this research.	17
Table 12.7	Shows the respondents who concern about health	19
Table 12.8	Shows the respondents who knows the consist of our human bodies	20
Table 12.9	Shows the preferred bottle of mineral water by respondents that involved in this research.	21
Table 12.9	Shows the respondents who care about the content of mineral water.	22
Table 12.10	Shows the respondents who loyal to only one brand of mineral water.	23
Table 12.11	Shows the preferred brand of mineral water by respondents that involved in this research.	24
Table 12.12	Shows the problem that respondents encounter while purchasing a mineral water.	26
Table 12.3	Shows the respondent's suggestion to solve these kinds of problem faces.	27

## Introduction.

### 1.1 Scope of research

#### Topic of research

-study about behavior among UiTM student towards buying and choosing the types of mineral water.

#### Demographic scope

History of mineral waters. Sabah full time students. This is because staff

-the first mineral waters bowl was played over 50 years ago, on thanksgiving Day 1948 at Excelsior Springs High School defeat Mexico, Missouri, High.School 48-18.

-a mineral water which is tasteless is usually considered to be of a high quality. Some people think that really good bottled water should taste of nothing. Others think it should taste of something-but not much. Just as purity is the absence of sin, good water is often defined by its absence of taste-by the fact that there's nothing wrong with is, by far, the fastest-growing drink on the market.

## 1.0 Objective of Research

In general the survey is carried out to determining consumer's preference towards mineral water products, but the specific objectives has been developed by follows;

- to determine consumer's perception towards mineral water product and the between buying and drinking habits of these products.
- to access consumer's knowledge and opinion about a mineral water and its purity is the absence of sin.
- to determine the consumption pattern of a mineral water.
- to evaluate publics' awareness towards the existence and availability of a mineral water products in the market.

ZURINAH RONSEN

2006154933

MKT537

## 2.0 Theoretical Framework

### 2.0 Scope of research

#### **Geographical scope**

The research will conduct in the boundaries of UiTM Sabah.

#### **Demographic scope**

This study only focuses only on Sabah full time students. This is because staff comes from different age and they also have work and have their own salary. Therefore, they can fit to be the sample in this study.

#### **Purchasing Behavior**

The behavior of the student in terms of pricing, money spends what types of mineral water brand usually purchased. This is because every student has different behavior in purchasing power.