



RESEARCH REPORT ON PURCHASING BEHAVIOR OF UiTM
SABAH STUDENTS ON SPORT SHOE

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THANKS TO ALL...

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INTRODUCTION

RESEARCH OBJECTIVES

This research is one of our course requirements where we are told to do a research where it will be focusing on the purchasing behavior of UiTM Sabah campus students. Here I pick man sport shoes as my research. This research project will be calculating as our assessment mark and it will be bringing to our final exam.

Nowadays, students in UiTM Sabah branch are smart in making buying decision. Especially every semester, almost of the students have to look for new things to buy such as shoes, sandals, hand phone and many other things.

I choose Man sport shoes as my topic to be done, it is because sport shoes are one of the daily necessities not only for doing sport but mostly students are preferred to wear sport shoe or sneakers to go to the class rather than leather shoes.

There are so many types of sport shoes that are produced and have their differences between each other. In doing this research I will find how the students spend their money to buy a sport shoe, what the purposes that they buy sport shoes, do they buy a sport shoe by looking to the brand, quality, price, features and shapes.

RESEARCH OBJECTIVES

- To determine the types of shoes the students wear.
- To identify what types of brand that the students preferred
- Why do they prefer them
- How much cost that the students spent in buying sport shoes

SCOPE OF THE STUDY

The area which included in the scope of the study is the students who are study in University Teknologi Mara Sabah branch. Only full time students including all part which is part 1 until part 6 and also pre-commerce and pre-science will be the respondent.

The volume of sale of sport shoes in UTM Sabah branch's students are depends on a few Variables. The first variable is the feature or shapes of the shoes itself the feature and shape of the shoes must be consist in variety design and can attract the customer to buy.

Second variable is price, price of the shoes must be not too high, make sure the price of the shoes is affordable and reasonable base on the shoes durability and functionalities.

The last independent variable here is quality of the shoes, make sure the quality of the shoes is high, because with the good quality can make the customer loyal to the brand and types of sport shoes.