



THE PURCHASING BEHAVIOR OF UiTM STUDENTS  
ON HAIR GEL.

MOHD NIZAM S. ASHRAFF  
2006117415

BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU

2007

## **EXECUTIVE SUMMARY**

This research is mainly about the Purchasing Behavior of UiTM Male Students on Hair Gel. The research gives a clear bird view on the matters at hand. From this research, we can see many findings and data on the subject. These data is important for any hair gel marketers, so that they can see what factors caused and influenced the consumer or in this case, UiTM students.

The data is collected through questionnaires that were given to 120 male students. The data or the answer from the questionnaire were then transferred to a Software called SPSS 12.0.1 for Windows. These data was being processed, and the actual data were made (Tables, pie chart and bar chart).

During the process of completing the research, I encounter many problems which lead to confusion. Problems or obstacle that I encounter is in terms of understanding about the system or the software. But after countless 'strike', I manage to get a grip on myself and manage to complete this research.

So, I hope this research can meet its main purpose and hopefully it can give a good information on the subject to anyone who reads it.

by,

*=||= Nizam*

**Mohd Nizam S.Ashraff**

**2006117415**

**Kota Kinabalu, Saturday, April 21, 2007**

**11.53am.**

## ACKNOWLEDGEMNET

Firstly, praise to the God for giving me the strength and health to finish this report.

I would like to record my appreciation and thanks to my lecturer MKT537; Associate Prof. Mat Yasin Jamil whose guidance, comments and instruction throughout the completion of this project has become an invaluable learning.

To all my respondents for all of their cooperation with this study which the result in the completion of this research.

Lastly, I would like to express my special thanks to my parents, classmate and friends for their support and encouragement for the direct or indirect contribution in the process of completing this research.

Once again I would like to express my thankfulness and appreciation to all of the above.

Thank you.

**Mohd Nizam S.Ashraff**

**2006117415**

***Bachelor in Business Administration (Honors) Marketing 03,***

***Universiti Teknologi MARA Sabah,***

***Kota Kinabalu Campus.***

SALINAN FOTO TIDAK DIBENARKAN

PROJEK PELAJAR

# TABLE OF CONTENT



<b>Content</b>	<b>Page</b>
1.0 Introduction	1
2.0 Objective Research & 3.0 The Scope of Research	2
4.0 Literature Review	3-6
5.0 Research Methodology	6
6.0 Research Sample (Questionnaire)	7-9
6.1 Research Sample (Respondent)	10
7.0 Data Analysis & 7.1 Crosstabulations (5)	11-31
8.0 Significance of Study & 9.0 Limitation of Study & 10.0 Conclusion	32
11.0 Terminologies	33
12.0 Appendices	35-39
13.0 Bibliography	40

## 1.0 Introduction

Nowadays there are many hair product, for example shampoo, hair wax/mud, hair dye, hair fragrance, hair gel, and so fourth. For this research, I focused on hair gel. The reason I chose this product is because, it is widely use among the society especially youngsters.

For that reason, I think it's about time somebody has to make a research based on this particular product.

- **The History of Hair Gel**

According to the history of modern hair product, the first hair gel was created in the year of 1936, and many hair gel in North America and UK come in numbered variants. Higher numbered gel maintain a greater hold on hair while lower numbered gels do not make the hair as stiff as the higher numbered do, in some products give the hair a wet look. Back then, hair gel's only attributes was holding the hair and in some case, makes the hair smells good.

- **Present Hair Gel**

Hair gels nowadays include temporary coloring for the hair, including variants in unnatural colors associated with various sub-cultures and is popular among the GOTH and RAVER sub-cultures.

- **The Main Ingredients of Hair Gel**

The main ingredient in hair gel is a type of polymer called Cationic Polymer. The positive charges in the polymer cause it to stretch, making the gel more viscous, in other words the gel tends to resist towards flowing. The polymer also reacts to the negative charge of the amino acids on the surface of the keratin molecules in the hair.

