



PURCHASING BEHAVIOR OF UTM
STUDENT (SABAH BRANCH) ON
BUN

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2006152747

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2007

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EXECUTIVE SUMMARY

My research is about purchasing behavior of UiTM student (Sabah branch) on Bun. In this research, I want to know the problem that faced by Koperasi of UiTM when selling Bun. The problems that I want to investigate are student satisfaction in terms of price, packaging, quality of Bun and many more.

The purpose of my study, is to identify the level of student satisfaction on purchasing Bun, to identify the objection faced by UiTM's Koperasi and to know the strategy that used by the UiTM's to attract students to buy Bun.

When conducting this research, I made a questionnaire which consist of 16 questions, after that I distribute the questionnaire to 90 respondents. My respondents are the student in UiTM (Sabah branch) which are the customer of UiTM's Koperasi. I also made an interview which 30 respondents are interviewed by me.

After collected the questionnaire and interview, I have analyzed it with the SPSS version 12.0 software to reduce errors in analyzing the questionnaire.

As the conclusion, I hope that my findings will be useful for students fr better decision when but bun in UiTM's Koperasi. And this is my recommendation to UiTM's Koperasi where increase the level of satisfaction on price, packaging, and quality of the Bun in order to attract more student to buy Bun.

Finally, I provide a final report which consists of my findings. This is the complete report which determines all of my problems, experience, limitations and so on.

1.0 Problem definition

1.1 Topic of research

The topic of this report is "Purchasing behavior of UiTM student (Sabah branch) on Bun".

1.2 Background of the product

A hot cross bun is a type of sweet spiced bun made with currants and leavened with yeast. It has a cross on the top which might be made in a variety of ways: it could be pastry, made from a simple flour and water mixture, cut from rice paper and glazed onto the bun, or simply cut into the bun itself.

In many historically Christian countries, the buns are traditionally eaten on Good Friday, with the cross standing as a symbol of Christ. They are believed by some to pre-date Christianity, however, being used in rituals in paganism, though there is no original source and the first recorded use of the phrase is not until 1733. Another urban myth is that the Christian church in England attempted to ban them, but they were too popular, and instead Elizabeth I passed a law permitting their consumption, but only on particular religious occasions such as Easter and Christmas. Other similar type of bun is bread. Bread formed the main part of the average person's diet for centuries. Halvor Moorshead describes some of the history. IT IS DIFFICULT to overstate the importance of bread in European and North American history.

As demonstrated by its inclusion in the Lord's Prayer and its use as slang for money, bread was the essential food for most people for most of recorded history. Today, bread is almost always made of wheat but in the past rye, barley, oats, rice and maize (often called Indian corn until recently) were used or mixed. (Corn and rye of course are still used occasionally.) As the standard of living rose, the use of cereals other than wheat declined. As Mrs. Beeton said in her famous cookbook: "Everybody knows it is wheat flour that yields the best bread. Rye bread is viscous, hard, less easily soluble by the gastric juice, and not so rich in nutritive power. Flour produced from barley, Indian corn, or rice, is not so readily made into