



PURCHASING BEHAVIOR OF UiTM STUDENT
SABAH BRANCH ON BELT

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EXECUTIVE SUMMARY

Generally, my research is about purchasing behavior of Universiti Teknologi Mara (UITM) fulltime students Sabah branch on belt. In this research, I want to know what are the problem that students have faced in buying of a pair of belt. The problems that I want to know is what are the student's satisfaction in term of usage of the belt, the quality, price, brand and color.

The purpose or objective of my research is to identify student purchasing behavior on belt in Universiti Teknologi Mara, Kota Kinabalu campus, know exact percentage among both male and female student in term of their purchasing behavior and student satisfaction towards lenses.

When conducting this research, I made 120 copies of questionnaires which consist of 15 questions and to be distributed to 120 respondents. My respondents are fulltime student in Universiti Teknologi Mara Sabah branch.

After I finished contributed 120 questionnaires and collected the questionnaires, I analyzed it using SPSS 15.0 Evaluation Version Production Mode Facility software to analyze the questionnaire easier for me. Where it includes the data analysis, output, cross tab and with bar and pie graph.

Finally, I provide a final report which consists of my findings. This is the complete report which determines all of my problems, experience, and limitations. I hope that my findings will be useful for students or researchers for better decision and purchase a lenses.

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Trivia

- On April 13, 1964, British comedian and magician Tommy Cooper collapsed from a massive heart attack midway through his act. It was the only time throughout his entire career that he had appeared on stage without wearing a belt.

1.0 PROBLEM DEFINITION

1.1 TOPIC OF RESEARCH

My topic of research is to know student purchasing behavior of Univesiti Teknologi Mara fulltime students Sabah branch on Belt.

1.2 HISTORY OF BELT

SALINAN FOTO TIDAK DIBENARKAN



Belts have been documented both for male and female clothing since the Bronze Age. Both sexes used them off and on, depending on the current fashion, but it was a rarity in female fashion with the exception of the early Middle Ages, late 17th century Mantua and skirt/blouse combinations between 1900 and 1910. Art Nouveau belt buckles are nowadays collector's items.

In modern times, men started wearing belts in the 1920s, as trouser waists fell to a lower, natural line. Before the 1920s, belts served mostly a decorative purpose, and were associated with the military. Today, most men wear a belt with their pants; women tend to wear them for more decorative functions.

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Trivia

- On April 15, 1984, British comedian and magician Tommy Cooper collapsed from a massive heart attack midway through his act. It was the only time throughout his entire career that he had appeared on stage without wearing a belt.