



**UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU CAMPUS
SABAH BRANCH**

RESEARCH REPORT (MKT 537)

TITLE:

**"PURCHASING BEHAVIOR OF UITM STUDENTS SABAH BRANCH ON HIGH
HEELS"**

PREPARED FOR:

PROF. MADYA MATYASIN JAMIL

PREPARED BY:

NOOR HANIS BINTI RODIN

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The very best comes from Allah, and the careless mistake comes from me.

EXECUTIVE SUMMARY

Generally, my research is about purchasing behavior of UiTM students Sabah branch on high heels. This research took place only in Universiti Teknologi Mara, Sabah Branch. In this research, I want to know the purchasing behavior on high heels of female students in UiTM Sabah. The problem that I want to investigate if the students take health aspect conscious on purchasing high heels sandals and to determine the criteria used by female students on purchasing high heels sandals.

The purpose of my study is to identify if personal factors that is age and pocket money influences students in high heels sandals selections and to provide recommendations to overcome the problems.

When conducting this research, I made a questionnaire that consists of 15 questions and need 120 respondents to answer it. After that, I distribute the questionnaire to 90 respondents and I interviewed 30 respondents. My respondents are only female students of Universiti Teknologi Mara (UiTM) Sabah Branch whom wear high heels and not wearing high heels.

After collected the questionnaire, I have analyze it with the SPSS version 12.0 program to reduce errors in analyzing the questionnaire.

Finally, I provide a final report that consists of my findings. This is the complete report that determines all of my problems, experience, limitations and many more. I hope my findings will be useful for future references and can be made as a guideline for students when choosing their high heels.

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