



UNIVERSITI TEKNOLOGI MARA

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FINAL REPORT:

**“PURCHASING BEHAVIOR ON NECKLACES
AMONG THE UiTM SABAH STUDENTS”**

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EXECUTIVE SUMMARY

This project paper is submitted to the Faculty of Business Management, Universiti Teknologi MARA, Sabah Campus as part of requirement for the fulfillment of Marketing Research subject (MKT 537). This paper is entitled “**PURCHASING BEHAVIOR ON NECKLACE AMONG UiTM SABAH STUDENTS**”. Consequently, a survey was performed only focus to UiTM’s full time student in Sabah campus. This research objective is to identify the purchasing behavior of UiTM student on necklaces, then to identify problem faced by student in purchasing their need on necklaces and also to gather information to student how their save their saving on purchasing in necklaces.. The data of information was gathered from personal interviews, and the respondents’ opinion survey through questionnaire. A number of 120 questionnaires were distributed and returned as required. There was some of the information gathered from the questionnaire which emphasis the respondent’s background, such as their course, part, race and age. It is also identify the respondent’s preference on necklace, their spending money, type of necklaces, budget to purchase a necklace, source and so on. The data was systematically analyzed and processed by using the SPSS 15.0. Finally, the results of the survey are converted into findings that will be present in term of tables and chart that surely easy to understand. Based on the findings and the problems that had been highlighted from this mini-research, the recommendations will be building to solve the problem that face by the respondents.

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