



**UNIVERSITI TEKNOLOGI MARA  
CAWANGAN SABAH**

**MARKETING RESEARCH  
(MKT 537)**

**FINAL REPORT:**

**A STUDY ON  
PURCHASING BEHAVIOR OF UiTM SABAH'S  
FEMALE STUDENTS TOWARDS LIPSTICK**



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

## EXECUTIVE SUMMARY

This research is about the purchasing behavior of UiTM Sabah female students on lipstick. Respondents gathered were focused more towards the full-time students which studying in the campus.

Generally, we know that it is important nowadays for every women and even teenage girls to wear lipstick. It seems that the female human being just can't leave their home without applying even a thin coat of lipstick and it does plays an important role in making a women more beautiful instantly. This is because, the lipstick has effects which can help to enhance one's look immediately.

However, UiTM female students seems hard to understand what kind of their purchasing behavior on lipstick are more into, either more towards the colour, quality, brand, price and so on.

This research will help to identify their purchasing behavior patterns, problems occurred and also provide some solutions/ suggestions targeted especially to the lipsticks' manufacturer.

There are several limitations occurred during the fieldwork, such as the time constraints, respondents coverage and also respondents resistance and bias to answer some questionnaires.

When conducting this research, I made a questionnaire which consists of 15 questions. After that, I distribute the questionnaire to 90 respondents, while the rest of 30 respondents are being interviewed by my self. After collected the questionnaire, I have analyze it with the SPSS version 11.0 program to reduce errors in analyzing the questionnaire.

Finally, I provide a final report which consists of my findings. This is the complete report which determines all of the problems, experience, limitations and many more. I hope my finings will be useful for future references and can be made as a guideline for students when they want to purchase lipstick in the near future.

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