



PURCHASING BEHAVIOR OF UiTM STUDENTS
(SABAH BRANCH) ON WOMEN'S HAIRCUT.

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CHAPTER 1

1.0 INTRODUCTION

The topic of this research is " Purchasing behavior of UiTM students (Sabah branch) on women's haircut " . Human being is the most perfect creature ever live on earth, being the most brilliant, genius, with feelings, which only we have such an amazing structure of body. Hair is part of the external organ of human body where it is one of the organ that growth from the day we are born until the end of life. This research proposal conducts to identify the purchasing behavior of UiTM students (Sabah branch) on women's haircut. According to the source Daily Mirror written by Molly Castle on November 16, 1938 the haircut was discovered in the early 1920's. While performing a whirling dance with her husband, Vernon Castle, one day in 1924, the actress Irene Castle dropped a hairpin in a customer's soup. Rather than risk repeating this embarrassing incident, Irene snipped off her hair - and inspired a new vogue for bobbed hair. Hair styles of the 1920s created more controversy in hair fashion than in any other period of American culture. And one hairstyle, known simply as - "the bob," would be at the centre of this great debate. First introduced during the Great War, the bob haircut would eventually cause a revolution in the way women would wear their hair – forevermore. It all started in 1915 with the debut of the Castle Bob, named after the celebrated ballroom dancer Irene Castle. While cutting her hair for convenience, little would she know that she would forever be associated with triggering a revolution in 20th-century hair fashion. The Castle Bob would be the first indication of things to come - the rage of short hair. The bob haircut was simply a blunt cut, level with the bottom of the ears all around the head. It was worn either with bangs or with the hair brushed off of the forehead. It was a simple look but a drastic departure from the long feminine looks created by Gibson and Marcel.

2.0 OBJECTIVES OF RESEARCH

This research, Purchasing behavior of UiTM students (Sabah branch) on women's haircut are conducted based on some objectives that had been set up to fulfill the requirement of the research. The objectives are ;

- To investigate the purchasing behavior on women's haircut among the UiTM (Sabah branch) students – the researcher would able to identify the most common behavior of the students in selecting haircut method or styles.
- To identify problems faced by the students in purchasing or selecting haircut styles – at the end of this research will find out the pattern of haircut and the factors influencing the pattern.
- To gather information from the students satisfaction towards styles of haircut to improve the pattern of their haircut styles – these information will be used in the research and will be interpreted into quantitative data or information.

3.0 SCOPE OF RESEARCH

The scope of this research is full time female students of the UiTM (Sabah branch). The research included 13 races and 11 full time programmes in UiTM sabah branch where each programme have a representative of respondent from 120 respondents in this research.