



A RESEARCH ON PURCHASING BEHAVIOR OF UiTM
SABAH STUDENT ON MAGAZINES

EASTER M SUBINON
2006155429

BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU

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Easter M. Subinon

2006155429

**Bachelor in Business Administration (Honors) Marketing 03,
Universiti Teknologi MARA Sabah,
Kota Kinabalu Campus.**

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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 536). This paper is entitled "A RESEARCH ON PURCHASING BEHAVIOR OF UITM SABAH STUDENT ON MAGAZINES".

As the title implies, it is concerned the purchasing behavior of magazines among the UiTM Sabah students. Consequently, a survey was performed only focus to UiTM's full time student in Sabah campus. This research objective is to know the respondents behavior in purchasing magazines. 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 categories of magazines, their spending money, where they buy magazines and so on. The data was systematically analyzed and processed by using the SPSS. 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.