



A STUDY ON PURCHASING BEHAVIOUR OF TELEKOM
MALAYSIA STAFF AT WAWASAN PLAZA, KOTA KINABALU
ON PERFUME

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ABSTRACT

This research paper is a part of fulfilling the syllabus requirement for MKT 536 in order student to fulfill of Bachelor of Business Administration (Hons) Marketing to obtain a degree. The research is mainly about a study on purchasing behaviour of Telekom Malaysia Staff at Wawasan Plaza, Kota Kinabalu. It has five chapters and the chapters are: (1) Introduction (2) Literature Review (3) Research Methodology (4) Findings And Analysis (5) Conclusion and Recommendations, (6) Bibliography and (7) Appendices. The objective of this research is to find out the aggregate of consumers in Telekom Malaysia, Wawasan Plaza, Kota Kinabalu who wears perfume the way that reflect consumers life style and to know the purchase decision for the perfume budget. Towards the end of this study, suggestion from respondent can be use by researcher to identify the factor contributed in buying decision.

The sampling technique used in this research is probability sampling. There were 150 respondents that taken as respondents. The respondents were TM staff in Wawasan Plaza, Kota Kinabalu. Data gathered from fieldworks will be analyzed using statistical package of social science (SPSS).