



**PSYCHOLOGICAL FACTORS THAT AFFECT CONSUMER BUYING BEHAVIOR
TOWARDS LUXURY PRODUCTS AMONG STUDENTS IN UiTM MALACCA CITY
CAMPUS**

IZZATIE IDAYU BINTI MUSTAZA

2015456918

**BACHELOR OF BUSINESS ADMINISTRATION (hons) HUMAN RESOURCE
MANAGEMENT**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

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ABSTRACT

This study is to know about consumer buying behavior towards luxury product. Consumer is a person who are always buy what they want and needs. Consumer buying behavior is the attitude of the person that always to make decision making in shopping or buy a goods or services. Hence, luxury product is the things that consumer can own itself and luxury product is the expensive goods. People nowadays also can buy the luxury product easily because there are a lot of shops that sell the products. Consumer have know where is the place to buy those things. The aim for this research is to know how the psychological factor can give impact to the consumer buying behavior towards luxury product. The psychological factors such as perception, motivation, learning and education, and attitude. The problem is whether the factors can have positive or negative impact to the consumer buying behavior towards luxury product. The data that the researcher have accepted are from questionnaire which the researcher distributed the questionnaire to the respondents. The respondents are from UiTM Malacca City Campus which is only 100 respondents have been chosen. After all data have been collected, the researcher do data analysis and findings. So, the result are not all of the factors have an impact to the consumer buying behavior towards luxury products and for the future researchers can know what the factors can use or not.

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