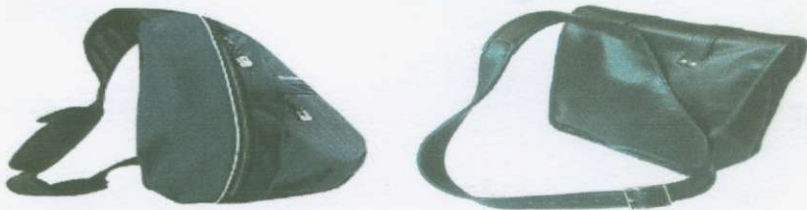




**UNIVERSITI TEKNOLOGI MARA  
SABAH  
KOTA KINABALU CAMPUS**

**MARKETING RESEARCH  
(MKT 536)**

**FINAL REPORT:  
A STUDY ON  
PURCHASING BEHAVIOR OF UiTM SABAH'S  
MALE STUDENTS TOWARDS BAGS**



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## EXECUTIVE SUMMARY

This research is study on 'Purchasing Behavior of UiTM Sabah Male Students on Bags '. As we know that, bag can be classified as one of basic tool for student especially. They are use bags not only as a tool to carry their books and personal belonging to the class, but also use the bags for their personal activities like shopping, picnic, traveling and many more. Thus, the main objective of this research is to understand the purchasing behavior among UiTM Sabah Male Students towards Bags and to determine their preference too. Apart the significant of this study will give good impact firstly to the entrepreneurs, then to the respondents and lastly to the researcher as well.

Two types of data collection method are used. They are primary data and secondary data. Where primary data in this research, questionnaires will be design in order to guide researcher to interview respondents and secondary data are information, which are already in existences, but are relevant to this study. Two types of secondary were used. There are internal and external secondary data. Internal sources are those data is gathered within the organization that the research had carried out. These include information that collected from magazines, newspaper, pamphlets and others. External sources are those data that is collected outside the organization. These include data that is gathered from Internet, projects paper and other published document from libraries.

Based on the analysis of the survey, it was found that the findings and results of the survey are concurrent with literature and there some problem encountered and some suggestions to solve.

Overall of this research, from the finding and analysis, researcher made the conclusion that most of the UiTM Sabah male students prefer 'Sling Bags' as their bag's style and Converse is the most popular bag's brand. The male students mostly purchase their bags twice a year with blue colors as the color favorite. They also like to spend RM51 to RM100 to buy one bag. The male students preferred leather's bag and they are attracted to buy bags when they survey at shop or supermarket by themselves.