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UNIVERSITI TEKNOLOGI MARA

MARKETING RESEARCH

MARKETING RESEARCH

MKT537

"A STUDY ON PURCHASING BEHAVIOR OF UTM STUDENTS TOWARD JACKET"

RESEARCH REPORT



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EXECUTIVE SUMMARY

Generally, this research is about purchasing behavior of UiTM students Branch Kota Kinabalu Sabah. In this research, I want to know about the behavior of UiTM students when buying a jacket. The behavior that I want to investigate is satisfaction in term of price, quality, brand name and design of the jacket that UiTM students Branch Kota Kinabalu Sabah concern. Other than that, I concern about the problem which faced by UiTM students.

The purpose of study, is to identify students behavior in purchasing jacket among UiTM students Branch Kota Kinabalu Sabah campus, To investigate why UiTM students Branch Kota Kinabalu Sabah buy jacket and To determine what types of jacket that usually UiTM students Branch Kota Kinabalu Sabah buy.

When conducting this research I made a questionnaire which consists if 15 question. After that I distribute the questionnaire to 120 respondents. My respondents are the UiTM students Branch Kota Kinabalu Sabah.

After collected the questionnaires, I had analyze it with the SPSS version 12.0 software to reduce errors in analyzing the questionnaire.

Finally, I provide a final report which consists of my findings. This is the complete report which determine of my problems, experience, limitation and many more in doing this research. I hope that my findings will be useful for UiTM students for better decision when buying a jacket.

1.0 INTRODUCTION

"A STUDY OF PURCHASING BEHAVIOR OF UITM STUDENTS BRANCH KOTA KINABALU SABAH ON A JACKET"

1.1 BACKGROUND OF PRODUCT

A jacket is a lightweight, thigh- or waist-length coat that may be worn by anyone, as jackets are now made for children, adults, the elderly and even infants. Some jackets are fashionable, while others serve as protective clothing. There are several types of jacket:-

1.1.1 Blazer



A blazer or boating jacket is a type of jacket, usually double-breasted although single-breasted blazers have become more common recently. A blazer resembles a suit jacket except that it usually has patch pockets with no flaps, and metal shank buttons. A blazer's cloth is usually of a durable nature as it is used in schools and was used for sport. They often form part of the uniform dress of bodies, such as airlines, schools, yacht or rowing clubs, and private security organizations. As sporting dress has become more adapted to the activity, the blazer has become more restricted to clubs' social meetings. Commonly, blazers are navy blue, but almost every color and combination of colors has been used, particularly by sporting organizations.

Origin

The earliest documented usage of the term "blazer" was to describe the red summer jackets of the oarsmen of the Lady Margaret Boat Club, in Cambridge. They were said to look *ablaze* and began a tradition which today is seen in single breasted blazers at Henley Regatta. Several other folk etymology explanations are common. The name could derive from the traditional practice of attaching a school's, regiments, club's, or ship's embroidered coat-of-arms to the breast of the coat - thus *emblazoning* the garment. Or the name may come from that of HMS Blazer, a frigate from the days when ratings supplied their own rigs or the captain did it for them if he wanted uniform dress. Blazer's captain, when faced with an inspection of his ship by Queen Victoria, decided to rig his boats'