

**UNIVERSITI TEKNOLOGI MARA,
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**MKT 536
MARKETING RESEARCH FINAL REPORT ON**

“Purchasing Behavior of UiTM Sabah’s Female Student towards bags”.



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CHAPTER 3

3.0 Research methodology

3.1 Study Frame

3.2 Data Collection

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EXECUTIVE SUMMARY

1.0 INTRODUCTION

1.1 Background of study

This research is study on 'Purchasing Behavior of UiTM Sabah's Female Student towards bags '. As we know that bag is one of important item to all people especially for female. As one bag can carry anything that useful in one's daily life such as mirror, purse, money and more. A female without bag can feel uncomfortable or they may be feels as lost as a wanderer in the desert as bag always match a person out look. Apart from that if a person who traveled away from home or attends function he or she is surly need of bags to insert important belonging. Ladies bag was existed since 16th century, Victorian time period where during this period there already exists variety of bags which made with knitting, needlework and fabrics until Second World War shoulder bag was introduced. Nowadays, as technology is upgraded and more developed there are more new style and design of bag for the female made through machine. There are different kind, type or brand of bag which available at the market. Those bags offer different kind of comfortableness. So, this research is conducted to understand the purchasing behavior among UiTM female's student towards bags and to determine their preference too. While doing this research it is known that there are two types of data collection method which are used. There 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, by surfing the net and also through find information in magazine and some articles.

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 female's student prefers in purchasing bags that has it reasonable prize, branded, colour, types and good material.

- b) To identify the problem when purchasing the bag
- c) To gather information from respondents on ways to overcome the problem faced by them.