



PURCHASING BEHAVIOR OF UiTM SABAH
STUDENT ON SOCKS

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1.0 Introduction **Executive Summary**

This research is study on 'Purchasing Behavior of UiTM Sabah Student on Socks '. As we know, socks are basic tool for student especially for men. Thus, the objective of this research is to understand the purchasing behavior among UiTM student towards socks 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. 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, 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 is 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 are 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 students prefer socks because of comfort and they did not facing any problem when purchasing socks. Most of the feedback that I get from respondents wants the manufacturer to produce better quality at lower cost, design more style of socks, allowed testing the socks and so on.

1.1 Scope of Study

This research will be conducted at UiTM Sabah campus. The respondents will be the Diploma level student and Diploma level, which consists 8 courses in diploma level and 2 courses in degree level. 25 questionnaires, they are Diploma in Marketing, Diploma in Business Studies, Diploma in Accounting, Diploma in Management and Industry Management, Diploma in Public Administration, Diploma in Software Diploma in Civil Engineering and Diploma in Hotel and Tourism Management. In degree level they are