



UNIVERSITY TEKNOLOGY MARA

REPORT

**STUDY ON:
“PURCHASING BEHAVIOR OF
UiTM SABAH FEMALE STUDENT ON JEANS”**

**BACHELOR IN BUSINESS ADMINISTRATION
HONS. (MARKETING)
UiTM KAMPUS KOTA KINABALU
SABAH**

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PROJEK PELAJAR

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EXECUTIVE SUMMARY

This research paper is titled "Purchasing Behavior of UiTM Sabah Female Student on Jeans". The purpose is to know the factors that might influence the purchasing behavior of UiTM Sabah female students on jeans. This includes reasons for wearing jeans, price of jeans, the budget for jeans, the brand name, design of jeans, colour and size.

The Descriptive Method of Conclusive Research Design was used to identify the UiTM Sabah female students' purchasing behavior on jeans. The sampling technique used in this research is Non probability sampling, namely Convenience Sampling.

The questionnaire was designed for personal interviews. A structured and unstructured question was used to gather all the necessary primary data relevant to this research. Pretesting had been done to the ten respondents.

Major results of the research show that all female students of UiTM Sabah wear jeans, most students wear jeans for fashion, and have a minimum of three or four pairs of jeans. The most preferable design is low cut, especially in blue colour. Most students afford to buy within price ranges of RM50 to RM100 and budget RM100 to RM200 in a year for jeans. Most students prefer to buy jeans in shopping centres or shopping complexes and don't have any problem regarding the purchasing of jeans.

Recommendations to suppliers or sellers include supplying Levi's jeans, and brands that show the femininity value in the brand name, such as Lady like and Girls Power. The price range should be between RM50 to RM 200. Also recommended providing much of low cut design, especially the blue colour, and supply more size range of 28 to 30.

As a conclusion, wearing jeans is synonymous with the female student of UiTM Sabah, and can be a good market for jeans.