



UNIVERSITI TEKNOLOGI MARA

“A STUDY ON STUDENTS’ PERFUMES PREFERENCES IN UiTM SABAH”

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DECEMBER-MAY 2010

ACKNOWLEDGEMENT

First and foremost, we raise and thank God for blessing and guidance through the sweat and efforts put in completing this research. Secondly we gratitude goes to the following individuals, which are special and dear to us.

To lecturer, Mdm. Sharifah Nurhafizah Syed Annuar, who has insist and taught me in many things about research, uncountable guidance, advices, supports, suggestion and ideas make a great different in making we research more interesting, challenging and fun journey. We learn a valuable lesson about research in action. Although she always busy and this semester is short but she able to assist we all and complete an also finish this research on time.

Besides, we not forget to all classmate groups one Diploma in Business Studies part six who is always sharing the knowledge together and not refuse in giving a lot of information to complete this proposal.

ABSTRACT

This study attempts to measure what type of perfume that UiTM Sabah students preferred. All four dimensions of factors that maybe influence students to buy a perfume are price, quality, scent, packaging and brand. Descriptive statistics used to measures the factors to buy a perfume. Nominal scale will be used to identify whether there will be difference between male and female in their frequency buy any type of perfume. Ordinal scale also used to identify their rate satisfaction related the perfume. The results of this study will assist the perfume that most preferred among UiTM Sabah Students is Avon.

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF RESEARCH

1.2 SCOPE OF THE STUDY

1.2.1 AREA OF STUDY

1.2.2 PLACE OF STUDY

1.2.3 TARGET GROUP

1.2.4 PERIOD OF RESEARCH

1.3 PROBLEM STATEMENT

1.4 RESEARCH OBJECTIVES

1.5 RESEARCH QUESTIONS

1.6 LIMITATION OF THE STUDY

1.7 SIGNIFICANCE OF THE STUDY

TABLE OF CONTENT

TABLE OF CONTENT	PAGE
DECLARATION OF ORIGINAL WORK	i - ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGMENT	iv
ABSTRACT	v
TABLE OF CONTENT	vi - vii
LIST OF TABLES	viii
LIST OF FIGURES	ix
CHAPTER 1: INTRODUCTION	
1.1 BACKGROUND OF THE STUDY	1
1.2 SCOPE OF THE STUDY	
1.2.1 AREA OF STUDY	2
1.2.2 PLACE OF STUDY	2
1.2.3 TARGET GROUP	2
1.2.4 PERIOD OF RESEARCH	2
1.3 PROBLEM STATEMENT	3
1.4 RESEARCH OBJECTIVES	4
1.5 RESEARCH QUESTIONS	4
1.6 LIMITATION OF THE STUDY	5
1.7 SIGNIFICANCE OF THE STUDY	6

1.8 DEFINITION OF TERMS	7
CHAPTER 2: LITERATURE REVIEW	
2.1 LITERATURE REVIEW	8 - 11
2.2 THEORETICAL FRAMEWORKS	12
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 PRIMARY DATA	13
3.2 SECONDARY DATA	13
3.3 SAMPLING PROCEDURE	
3.3.1 TARGET POPULATION	13
3.3.2 SAMPLING FRAME	14
3.3.3 SAMPLING TECHNIQUE	14
3.3.4 SAMPLE SIZE	15
3.3.5 DATA ANALYZE PROCEDURE	15
3.3.6 QUESTIONNAIRE DESIGN	15
CHAPTER 4: FINDING AND ANALYSIS	
CHAPTER 5: CONCLUSION AND RECOMMENDATION	
CHAPTER 6: REFERENCE	
APPENDICES	
APPENDIX 1: QUESTIONNAIRE	30-31
APPENDIX 2: SPSS OUTPUT	32