

Title of Thesis	Study Of Buying Behaviour Of Young Adults On Branded Goods In Miri
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### **ABSTRACT**

The branded goods are increasing every year with different type of brands and products that attract the young adults to buy branded goods. The purpose of this research is to study the buying behaviour of young adults on branded goods in Miri in order to know more about the buying behaviour of young adults on branded goods.

For this research, quantitative method is used and there were 50 questionnaires has been distributed. The sample has distributed to everyone with conveniently. A questionnaire was developed and used to gather all the data for this research. The data for the research was analysing using pie chart and table by finding average and percentage.

The research result indicated 5 major finding. The first finding is most of the young adults in Miri are not very brands conscious. The second finding is the young adults are very concern on the quality of the branded products. The third finding is most of the young adults in Miri do not spend heavily on branded goods. The fourth finding is the young adults have limited budget to spend on branded goods. The fifth finding is many branded goods in Miri are expensive for the young adults in Miri. The young adults prefer to buy their branded goods with good quality and able to purchase with an affordable prices.

From the result, the researcher suggests several recommendations for implemented. The retail store or the importer of the shop can import more low range branded goods. Besides that, the seller of the branded goods in Miri can sell second-hand branded that has been rejected or been used from overseas or having a factory outlets. Lastly, the young adults or consumer can purchases branded goods from the internet.

Finally, this research created several areas that could be carrying out for future in-depth research which focus the area of different ages of groups and geographical not only within in Miri but in other places or in foreigner countries.