

Title of Thesis	Factor Influencing Second-hand Purchase: A Study among Young Consumers in Miri Sarawak
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ABSTRACT

Buying and purchasing goods is something that everyone is familiar with. The growth of the internet had contributed to the increase of second-hand product consumption. The purpose of this study is to create new knowledge for second-hand product consumption based on customer buying behaviour and through factors that had been identified throughout the research. It can be noted that factor such as brand, price, risk and market location plays a vital role in second-hand product consumption. However there were also other factor such as customer purchasing interest and purpose, age of the product and category of the product. This study will contribute to the existing literature on second-hand product consumption and customer buying behaviour especially among young consumer in Miri Sarawak, Malaysia.