

Title of Thesis	A Study on Consumer Behavior of College Students towards Entertainment in Miri
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ABSTRACT

The main purpose of this research is to focus on young adults consumer behaviour towards entertainment within Miri, specifically IBS College students since they represent young adults or teens going to become young adults. Despite the research being carried out previously, through this research it was found out that there is no research shown for young adult consumer behaviour towards entertainment. For this research, the researcher adopted quantitative data collection data method which through self-designed questionnaire to get the research data. Data that are collected and analyse through simplistic statistic method. From the results of research, there are four major findings. The first finding that make college student to go for Entertainment, it is found out that friends are the main factor on reasons why students go for entertainment, either through peer pressure or trying to fit in to a new group as college is a new setting for students to set in, with the next factor being stress.. The second finding it is found that the amount that college students spend on as respondents reply that spending on entertainment ranges from below RM100 to RM500, which may be low but its still too high when it comes to college students especially of low income. The third finding reveals that college students would usually go for are replied by respondents saying movies are the main entertainment which is accompanied by karaoke and sports. Movies nowadays are getting better and better as technology is increasing and ways to make movies are expanding and Miri having the most exciting thing being movies which are always new every month or season. The fourth finding states that entertainment affects little to none to the students CGPA as stated by recommendations, with a few saying yes that it does effect CGPA but only at a 10%. As most of the college students find it easier to manage time on entertainment and studies. The first recommendation states as friends and stress being the major factors to why students go for entertainment, it is best to know to pick friends that know how to balance out between studies

and entertainment. Second recommendations states students are quite high as it should be at a recommended of below RM100, which some respondents have shown to may spend around around the range of RM100 to RM500. The third recommendation 1 movie per 2 weeks is good recommendation especially when it comes to it. Last recommendation states a few should consider to try to know when to control self.