



**INFLUENCE OF BRAND NAME ON CONSUMER DECISION MAKING AMONG
UITM MALACCA CITY CAMPUS STUDENTS**

'A Study on International Fast Food Industry'

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**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA MELAKA
KAMPUS BANDARAYA**

JUNE 2016

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA MELAKA
“DECLARATION OF ORIGINAL WORK”**

I, JULAIHA BINTI MOHAMMAD MARZUKI (I/C Number: 930115145914)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

JUNE 2016

The Head of Program,
Bachelor of Business Administration (Hons) International Business,
Faculty of Business Management,
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Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
75300 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "**INFLUENCE OF BRAND NAME ON CONSUMER DECISION MAKING AMONG UITM MALACCA CITY CAMPUS STUDENTS – ‘A Study on International Fast Food Industry’**" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours Sincerely,

JULAIHA BINTI MOHAMMAD MARZUKI

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ABSTRACT

Fast food restaurant represent one of the largest segments of food industry with over 200,000 restaurants and \$120 billion in sales in the US alone. In Malaysia, consumers prefer to order fast food due to its convenience and fast serving of foods. As consumers are becoming more careful about daily meal spending and under high stress and pressures in urban cities, they tend to order value set lunch and set dinners when they are dining out. The purpose of this research is to investigate the influence of brand name on consumer decision making with the factor of brand loyalty, brand awareness, and perceived quality. Furthermore, researchers also going to identify which factor the most significant factor that influenced the consumer decision making on purchasing fast food.

This research used primary data majorly in collecting the data where the researchers distribute the questionnaire to the respondents. The interpretation of the data used correlation coefficient for testing the hypothesis, while using regression analysis for testing the most significant variables in this research. Based on our findings, the factors of brand loyalty, brand awareness, and perceived quality overall have positive correlation with the consumer decision making. The factor brand loyalty shows the most significant factors in influencing consumer decision making.