



THE EFFECT OF MUSIC TOWARDS CUSTOMERS'
PURCHASING INTENTIONS AT THE UITM CAFETERIA

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Executive Summary

Growth is considered a major capital for economic and social development of a country, besides that it also can increase economic productivity. Malaysia has a market-oriented economy which is supported by pro-business government policies. To ensure economic progress and welfare of continuous growth, Malaysia government has stated in its Budget 2014 to become Entrepreneurial Nation. This shows that government is committed to ensuring that entrepreneur development remains a key element in generating economic growth. Thus, it is resulting in the growth of Malaysian entrepreneurs in many industries. One of the industries that are highly involved by Malaysian is food industry. The growth of food industries is one of the largest and most important industries around the world. However, in Malaysia not all food eatery has implemented the atmospheric as their marketing tools to attract the customers. It is understandable that atmospherics are made up by number of factors, but according to Milliman (1986), music is one factor that is highly controllable by the management. In addition, music is related with customer's emotion and purchase behavior.

Therefore, the purpose of this research proposal is to study on the customer's purchasing intentions towards the effect of music while dine at the cafeteria. The research has identified two variables that will influence the consumer's purchasing behaviour which include music and customer's behaviour.

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TABLE OF CONTENT

CHAPTER 1: INTRODUCTION	page
1.1 <i>Background of study</i>	1-2
1.2 <i>Scope of study</i>	3
1.3 <i>Problem statement</i>	4
1.4 <i>Research objectives</i>	5
1.5 <i>Research questions</i>	5
1.6 <i>Definition of terms</i>	5
1.7 <i>Limitation of study</i>	6
CHAPTER 2: LITERATURE REVIEW	
2.1 <i>Introduction</i>	7
2.2 <i>Development of service industry in Malaysia</i>	8
2.3 <i>Food, restaurant/ Eatery and consumer</i>	8-9
2.4 <i>Purchase intention</i>	10
2.5 <i>Important cue of restaurant/ eatery in consumer selection</i>	11
2.6 <i>Atmospheric and Music</i>	11-13
2.7 <i>Customer's behaviour</i>	13-15
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 <i>Research design</i>	16
3.1.1 <i>Population</i>	16
3.1.2 <i>Sampling frame</i>	17
3.1.3 <i>Sampling size</i>	17
3.1.4 <i>Sampling technique</i>	17
3.2 <i>Data Collection</i>	18
3.3 <i>Instrument</i>	18
3.3.1 <i>Section A</i>	19

3.3.2 Section B	19
3.3.3 Section C	19
CHAPTER 4: DATA INTERPRETATION & ANALYSIS	
4.0 Introduction	20
4.1 Questionnaire Distributed, Returned and Completed	20
4.2 Reliability test	21
4.3 Data Analysis	22-49
4.4 Descriptive statistic	50-51
CHAPTER 5: DISCUSSION, CONCLUSION AND RECOMMENDATIONS	
5.1 Discussion	51
5.1.1 Music	51
5.1.2 Consumer Behaviour	52
5.1.3 Purchasing Intentions	52
5.2 Conclusion	53
5.3 Recommendation	54
BIBLIOGRAPHY & REFERENCES	55-56
APPENDICES	57-60