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CUSTOMERS' SELECTION DECISION TO VISIT NIGHT MARKET: IMPLICATIONS FROM MALAYSIA PERSPECTIVE

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TABLE OF CONTENT

ABSTRACT

TABLE OF CONTENT

ACKNOWLEDGEMENT

CHAPTER I: INTRODUCTION

1.1	Overview	2
1.2	Background of Study	4
1.3	Problem Statement	6
1.4	Research Objectives	7
1.5	Research Question	7
1.6	Conceptual Framework	8
1.7	Significance of the Study	9
1.8	Limitation of the Study	10
1.9	Definition of Key Terms	11

CHAPTER II: LITERATURE REVIEW

2.1	Overview	12
2.2	Price perception	14
2.3	Convenience	16
2.4	Concept	18
2.5	Customers' Selection Decision To Visit To The Night Market	20

CHAPTER III: METHODOLOGY

3.1	Overview.	21
3.2	Research Design.	21
3.3	Data Collection Procedure.	21
3.4	Plans for Data Analysis.	22
3.5	Research Ethic Considerations.	22

CHAPTER IV: FINDING AND DISCUSSSION

4.1	Finding.	24
4.2	Discussion	28

CHAPTER V: CONCLUSION AND RECOMMENDATION 30

REFERENCES 34

APPENDIX

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We hope that this research study can serve as an inspiration for us, students and native to understand more about the night market in Malaysia.

ABSTRACT

Night market is a street market which operates at night and generally dedicated to more leisurely strolling, shopping, and eating than more business-like day market. Nowadays, night market has become one of the trends in Malaysian foodservice industry. Night market in Malaysian becomes as a popular destination among local people and foreigners to visit because of the attractions provided. Customers who have been to the night market before may experience in buying products and services at cheaper prices, open-air shopping concept, and be able to choose varieties of food from different ethnicity. This indicates that it is very important to identify the factors that influence customers' selection decision to visit night market. This study aims to identify and discuss the contributing factors that influence customers' selection decision to visit night market from Malaysian perspective. This study also discusses the implications of the night market development from Malaysian perspective. It implies content analysis which allows the researcher to explore the conceptual and theoretical issues of the data gathered from the previous researches and others secondary sources. Overall result reveals that there are three contributing factors namely price perception, convenience and concept that influence customers' selection decision to visit night market from Malaysian perspective. The study concludes that by identifying the contributing factors can help the night market owners to focus on several good ways to attract more customers to visit night market regularly and consistently.

Keyword: Customers' Selection Decision, Price Perception, Convenience, Concept, Night Market

CHAPTER I

INTRODUCTION

1.1 Overview

Foodservice industry is defined as those businesses, institutions and companies that are responsible for producing any meals outside the home. Commonly, foodservice outlets are facilities that serve meals and snacks for immediate consumption on site. This industry includes restaurants, school and hospital cafeterias, caterers and many other kinds of food providers and operators.

The foodservice organizations can be divided into two types of foodservice; commercial foodservice and non-commercial foodservice (Pearson, 2012). There are some distinct differences between non-commercial and commercial foodservice operations. Typically, a non-commercial foodservice is subsidized by the institutions from where they operate for example corporations, university's cafeterias, hospitals, boarding schools, military or government installations, and nursing homes. For most of the organizations, providing food and beverage is not the number one goal, but the secondary goal offered in supporting the industry is the main purpose. Meanwhile, commercial foodservice organization operates on profit-basis, where most of the organizations are generating profit and relying on the profit to stay in the business. The main goal for commercial foodservice is to provide food and beverage to customers for profit and create positive guest experiences. Thus, commercial foodservice industry may include full-service restaurants, fast food outlets, caterers, some cafeterias and other places that prepare serve and sell food to the public for profit. Retail stores that offer prepared meals such as supermarkets and convenience stores, as well as vending machines can also be classified as commercial businesses.