

**A STUDY ON THE EFFECT OF ADVERTISING ON  
CURRENT PURCHASING: BRAND SWITCHING  
AND REPEAT PURCHASING**

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**Submitted in Partial Fulfillment  
Of the Requirement for the  
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SEGAMAT CAMPUS  
JOHOR**

**OCTOBER 2004**



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
MARA UNIVERSITY OF TECHNOLOGY  
JOHOR BRANCH  
SEGAMAT CAMPUS**

**“DECLARATION OF ORIGINAL WORK”**

I, Aribah Binti Badzis, (I/C Number: 810305-01-5452)

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: \_\_\_\_\_

A handwritten signature in black ink, appearing to be 'Aribah Binti Badzis', written over a horizontal line.

Date: 18 OCTOBER 2004

## **LETTER OF SUBMISSION**

18 OCTOBER 2004

En Muhamad Sukor Bin. Jaafar  
The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
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Dear Sir'

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "A STUDY OF THE EFFECT OF KFC ADVERTISING ON CURRENT PURCHASING: BRAND SWITCHING AND REPEAT PURCHASING" to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA

Thank you

Your sincerely

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## **ACKNOWLEDGEMENT**

In the name of Allah The Almighty, The Most Gracious and The Most Merciful. Praise only to Allah for His abundant generosity, without His kindness and His permission I would not have the strength and opportunity to carrying out this project paper. Without the grace and help of Allah, it would be virtually impossible for me to have courage, endurance and spirit to carry out this study an en route for completion of this project paper successfully. Warm of regards to our Holly Prophet Muhammad s.a.w, the Messenger of Allah towards this nature, peace upon him.

First of all I would like to express my most sincere appreciation and gratitude to my supervisor, En. Ros Hasri B. Ahmad for his help, guidance, opinion, advice, encouragement and critics towards the accomplishment this project from the beginning until finish at the end. Thank you for your patient and lecture. Thank you very much also dedicated to En. Muhamad Sukor B. Jaafar, project coordinator who always give advises, guides and comments during the completion of this report.

A lot of thanks and appreciation also go to all staff at KFC Marketing whose are willing to help me in finding and giving information, especially for Mr. Kathiravan as a Brand Manager at KFC Marketing and also being my supervisor during my

## **ABSTRACT**

In markets in which first time purchases are rare, advertising if it work at all, will affects brand switching or retaining customers who otherwise might switch. Actually, in the market place there are three possibilities consequence advertising exposure will be happened on the household's brand choice. It is whether it can increase the probability that the household will change brand (brand switching), or it can induce the household to stay with the brand last purchased (repeat purchasing), or it can effect on choice probabilities. Consequences from the situation, had lead me to do the research that related with the situation. Due to that, the effectiveness of advertising in KFC would be a measure study in this research project.

Since the previous advertisement has achieved its objectives, apparently this would be the best time to measure the effectiveness of current advertisement of KFC towards the current purchasing. The study is also specifically to the findings of purchasing relationship between the effect of advertising on the current purchasing whether it is related with the brand switching or repeat purchasing. Therefore, this research also was carried out in order to identify how effective KFC advertising as one of the famous Quick Service Restaurant in Malaysia. This research was carried out through several methodologies such informal interviewing particular staff in KFC Marketing who can contribute useful data and information for my research. I am also distributing questionnaires at selected