



UNDERSTANDING CONSUMER BUYING BEHAVIOR
TOWARDS FAST FOOD RESTAURANTS IN KOTA
SAMARAHAN

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LETTER OF SUBMISSION

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The Head of Program
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MARA University of Technology
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Dear Mdm,

SUBJECT: SUBMISSION OF INDUSTRIAL TRAINING PROJECT PAPER (MKT 669)

Enclosed herewith, the Project Paper titled UNDERSTANDING CONSUMER BUYING BEHAVIOR TOWARDS FAST FOOD RESTAURANT IN KOTA SAMARAHAN to fulfill the requirement as needed by the Faculty of Business Management, MARA University of Technology.

Thank you very much.

Yours faithfully,



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ABSTRACT

Purpose

The purpose of this paper is to explore the relationship between consumer buying behavior, service quality, food quality, price/value and customer satisfaction. This paper hopes to understand consumer buying behavior towards fast food restaurants in Kota Samarahan.

Objective

The objective for this study is to understand that service quality, food quality and price/value that leads to consumer buying behavior from their satisfaction or dissatisfaction towards fast food restaurants.

Design

This study generally addresses key relationships between consumer buying behavior, customer satisfaction and service quality within the fast food restaurants industry. A series of precise, short, clear and understandable questionnaires were formulated. The questions in the surveys were tailored to understand consumer buying behavior towards fast food restaurants in Kota Samarahan. The questions have to be bilingual, which in Bahasa Malaysia and English in order to accommodate the respondents level of academic and understanding.

Methodology/Approach

In order to assure the accuracy of translating the statement, consulting with advisor is needed in formulating, evaluating, filtering, and finalizing it. Approximately 200 respondents will be chosen randomly and it is normally distributed based on the population and demographic factors.

CHAPTER 1

INTRODUCTION

1.1 Introduction

Consumer buying behavior is considered to be an inseparable part of marketing and Kotler and Keller (2011) stated that consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. Alternatively, consumer buying behavior “refers to the buying behavior of final consumers, both individuals and households, who buy goods and services for personal consumption” (Kumar, 2010). From marketers’ point of view issues specific aspects of consumer behavior that need to be studied include the reasons behind consumers making purchases, specific factors influencing the patterns of consumer purchases, analysis of changing factors within the society and others.

The importance of understanding consumer buying behavior and the ways how the customers choose their products and services can be extremely important for manufacturers as well as service providers as this provides them with competitive advantage over its competitors in several aspects. For example, they may use the knowledge obtained through studying the consumer buying behavior to set their strategies towards offering the right products and services to the right audience of customers reflecting their needs and wants effectively (Kotler and Keller 2011).

Apart from that, fast food restaurant that also known as a quick service restaurant (QSR) within the industry is a specific type of restaurant characterized both by its fast food cuisine and by minimal table service.