



A STUDY ON THE PERCEPTIONS OF UTM SABAH STUDENTS  
TOWARDS FAST FOOD OUTLETS

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# DECLARATION OF ORIGINAL WORK



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## DECLARATION OF ORIGINAL WORK


I, ROGER ROBERT, (I/C Number: 860705-49-5083)

Hereby, declare that,

This work has not been previously been accepted in substance for any, locally or overseas and is not being concurrently submitted for this degree or any 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 specifically acknowledged.

Signature: 

Date: July 2nd 2014

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## ABSTRACT

The proliferation of fast food restaurants is one of the most notable developments in Malaysia food service industry. The sector has grown at a rapid rate over the past 20 years. Despite the continuing debate in western countries about fast food's role and contributions toward the deterioration of public health marketing, the industry is believed to be benefiting from the current local demographic trends, urbanization and changing lifestyles. Given that college or university students are considered as major customers of the fast food industry, it is noteworthy to identify how they perceive the industry in Malaysia. The Study initially explores University students' of fast food outlet service quality. This study also examines the attributes that influence students' preferences for the fast food outlet and analyses different fast food brand positions in the college market. A survey conducted through distributing questionnaires to university students in UiTM Sabah Branch from different academic programs and faculties. The results indicate that university students perceive fast food restaurants in KK area to be a high quality. Thus, Marketers need to identify the factors that local consumers consider more important when making a decision on the selection of the fast food outlet, as well as their marketing strategies should have a sound understanding of consumers' perceptions and preferences and how they differ across different demographic and cultures.