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**COM363  
PROFESSIONAL PROJECT**

**PUFFERY IN FAST FOOD ADVERTISEMENT MISLEAD  
CUSTOMER EXPECTATION:  
A STUDY ON KFC AMONG UiTM STUDENTS AND KFC  
MANAGERS**

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Regarding to the research that we have been done, there are many challenges and problem that we have been facing when completing this research starting from the beginning of the proposal until the reports. However, we have finally managed to finish our professional project which is Puffery in Fast Food Advertisement Mislead Consumer Expectation, a study on KFC among UiTM Students and KFC managers.

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## **ABSTRACT**

Fast food has made a major impact in the food industry due to its high demand among the customers. Although the time taken to make the food is short, yet the qualities bring joy to the customers' life. In addition, the fast food's marketing department play an important role in making new advertisement for each new products release by them. This research paper is about the puffery advertisement made by KFC's company. However, there are some customers giving unsatisfying feedback through Twitter regarding the condition of the products compared to the shown advertisement by the company. A qualitative method used to identify the views from 12 informants in Shah Alam. Data are collected using in-depth interviews and the sampling method used is purposive sampling. In order to match the method, the researchers had select informants that consist of 5 males and 5 female students in Bachelor Degree of Advertising from UiTM Shah Alam and 2 informants of KFC's manager from Section 13 and Section 18 Shah Alam.

**Keywords:** Puffery, misleading advertisement, customer, customer satisfaction, food quality, customer expectation

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