
ACROSS BORDERS

AN OVERVIEW OF ISSUES IN
MANAGEMENT & BUSINESS / SCIENCE & TECHNOLOGY
/ SOCIAL SCIENCE & HUMANITIES
2009-2011

PROJECT TEAM

Dr. Roaimah Hj. Omar
Dr. David Loh Er Fu
Nor Raihan Abu Bakar
Siti Zuraina Gafar@Abd Ghaffar
Muhamad Hanapi Khamis
Siti Nurshahidah Sah Allam

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**Division of Research, Industrial Linkages & Alumni
Universiti Teknologi MARA
Cawangan Melaka**

ISBN 978-967-11354-1-9

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PREFACE

Across Borders is designed for use in knowledge development in various disciplines. It is written to accommodate the interest of academicians and industry. The compilation of research abstracts from different fields provides valuable information to assist the expansion of knowledge and development. It also serves as a reference for Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni.

The compilation of proceeding abstracts includes 83 research abstracts that are divided into 3 sections according to their respective disciplines; Management and Business, Science and Technology, and Social Science and Humanities.

It is hoped that this book would inspire its readers to undertake further research in the specific fields or disciplines.

ACKNOWLEDGEMENT

The project team of this Across Borders would like to express their deepest appreciation to all the researchers from the various faculties for their participation. Without their on-going contributions the book would not be possible. We are indebted to the Rector of Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni for mooted the idea of having this book and getting the project started.

We would like to sincerely thank all our friends, colleagues, and acquaintances for their roles, direct and indirect contributions and invaluable support in the compilation of the 83 proceeding abstracts.

**RELIGIOUS SENSITIVITY ISSUES ON BRAND RESONANCE:
A CONCEPTUAL STUDY OF FAST FOOD INDUSTRY IN
MALAYSIA**

Rozita Hj. Naina Mohamed
Norzaidi Mohd Daud

ABSTRACT

Evidently, fast food industry has experienced the fastest growth and has been contributing economically to the nation. Since the competition is getting stiff, the industry has to precisely understand the consumers' sensitivity issues and consumption experience. The lack of awareness on the customers' sensitivity, has let products down. The impact of religious sensitivity on brand resonance is still elusive, this study conceptualized the perception of customers religious sensitivity (boycott issues, halal credence and inadequate nutritional ingredients) influence brand resonance. It will provide insights into the practical implications that could influence successful implementation of branding models specifically for the local and international Muslims/Western fast food industry. Indeed, it could also unveil the opportunity for the businesses to undergo an operation-check in order to reformulate their branding strategies. In academic perspectives, it would add to the literature and allow better understanding of the pre-requisites necessary of Islamic marketing and branding to increase its revenues and earnings in today's competitive environment.

KEYWORDS

Religious Sensitivity, Brand Experience, Brand Resonance, Fast Food Industry.