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# ACROSS BORDERS

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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**

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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.

# THE ANTECEDENTS OF BRAND EXPERIENCE AND ITS EFFECT ON TRUST AND RESONANCE: AN EMPIRICAL STUDY OF FAST FOOD INDUSTRY IN MALAYSIA

Rozita Hj. Naina Mohamed  
Associate Prof.Dr. Norzaidi Mohd Daud

## ABSTRACT

Notably, brand experience is still new and emerging. However, the antecedent's influence of brand experience is still elusive. This study examined the antecedents influence of customers brand experiences and the consequences of trust on resonance of the four prominent fast food in Malaysia namely , Mc Donald's, Kentucky Fried Chicken, Pizza Hut and Kenny Rogers. Questionnaires were distributed to 400 respondents using quota sampling. Descriptive analysis was used to determine the perception of adult's customers and Structural Equation Modeling (SEM) was utilized to determine the significant levels of associations and interactions between the variables tested. The result of this study will provide insights into the brand experience factors that could influence successful implementation of branding models specifically for the fast food industry and academicians purposes. Indeed, it could also unveil the opportunity for the fast food businesses to reformulate their branding strategies to increase its revenue and earnings thereby ensuring corporate longevity in today's competitive environment

## KEYWORDS

Antecedents, Brand Experience, Trust, Resonance, Fast Food Industry