
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
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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

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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 BRAND EXPE-RESONANCE MODEL, A NEW INVENTION AND PRACTICAL TOOL OF BRAND EXPERIENCE FOR FAST FOOD INDUSTRY

Rozita Hj. Naina Mohamed
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ABSTRACT

Evidently, fast food industry has experienced the fastest growth and contributed economically to the nation. Since the competition is getting stiff, the industry has to precisely understand the consumers' sensitivity, lifestyle and consumption experience. Notably, brand experience is still new and emerging, attracting a lot of attention in marketing practices. However, the antecedents and consequences of brand experience are still elusive. This model, namely The BRAND EXPE-RESONANCE MODEL, is a new invention of brand experience that could help managers to improve sales particularly in fast food industry. The model is perhaps the first that concentrates on brand experience on resonance and impact on sales of fast food restaurants. Thus far, this model had been used by several fast food restaurants and improved their sales. The BRAND EXPE-RESONANCE MODEL is under filing patent (copyright). Moreover, the findings of the study are published in National Postgraduate Seminar Proceedings, NAPAS 2010, ASEAN Conference on Environment-Behaviour Studies, AcE-Bs 2010 proceedings, ASIAN Environmental-Behaviour Journal, articles accepted from ICBSB 2010, ICIMB 2010 and under-review journal Emerald/Scopus and etc.

KEYWORDS

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