



THE INFLUENCE OF MARKETING STRATEGY (4P'S) TOWARDS
FAST FOOD CONSUMPTION AMONG UTM DUREUN STUDENTS

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Abstract

Fast food restaurant is the most popular food establishment among youth due to the trend of food industry in Malaysia. This research is conducted to study on the influence of marketing strategy (4Ps) towards fast food consumption among UiTM Dungun students. The main research objective of this study is to identify the marketing strategy that influences the consumption of fast food among UiTM Dungun students. Besides, this study intends to determine the prominent marketing strategy contributing to the fast food consumption among them. It is employed a quantitative method by using online survey. 380 samples consisting of full time diploma and degree's students involved for this study. The questionnaires used are adapted from previous related study. Through this study, the 4P's marketing strategy that are product, price, promotion and place have their own influence towards fast food consumption based on the frequency and percentage shown of data collection. Therefore, the prominent marketing strategy toward fast food consumption among university students is place element. It is hoped that the findings and discussions may offer some useful thoughts for fast food business organizations especially on marketing strategy.

Keywords: Fast food, fast food consumption, university students, marketing

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