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TITLE OF THE STUDY:

**THE PERCEPTION OF UITM'S STUDENTS TOWARDS THE
ESTABLISHMENT OF COMMERCIAL BUSINESS IN MALAYSIAN
PUBLIC UNIVERSITIES**

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| TABLE OF CONTENT | | Page |
|--|--|-------------|
| Chapter 1: Introduction | | |
| 1.1 | Introduction | 1 |
| 1.2 | Problem statement | 3 |
| 1.3 | Research objectives | 5 |
| 1.4 | Scope of the study | 6 |
| 1.5 | Significance of the study | 7 |
| 1.6 | Definition of terms and concepts | 8 |
| | 1.6.1 Commercial business | 8 |
| | 1.6.2 Fast food | 8 |
| | 1.6.3 Café franchise | 8 |
| | 1.6.4 Wireless fidelity | 8 |
| | 1.6.5 Sedentary lifestyle | 9 |
| Chapter 2: Literature Review & Conceptual Framework | | |
| 2.1 | Literature Review | 10 |
| | 2.1.1 Introduction | 10 |
| | 2.1.2 Commercial Business in Universities | 12 |
| | 2.1.3 Fast Food and Lifestyle: A Combination That Lead to Obesity | 13 |
| | 2.1.4 Relationship between the Consumption of Caffeine and Students' Performance | 15 |
| | 2.1.5 Nutritional Awareness and Food Preferences of Young Consumers | 17 |
| | 2.1.6 Importance and Effects of Wireless Fidelity Technology | 19 |
| 2.2 | Conceptual framework for the study of Establishment of Commercial Business in Public Universities | 21 |
| | 2.2.1 Independent Variables: Drivers of the Establishment of Commercial Business in Public Universities | 21 |
| | 2.2.1.1 Student Acceptance | 21 |
| | 2.2.1.2 Student Perception | 22 |
| | 2.2.1.3 Influence on Students' Lifestyle | 22 |
| | 2.2.2 Dependent Variables: Establishment of Commercial Business in Public Universities | 22 |
| 2.3 | Hypothesis | 23 |

CHAPTER 1

INTRODUCTION

1.1 Introduction

Nowadays, most of the people, especially those who are working and study, prefer to have their meal and dinner at the fast food restaurants; Starbuck, Kentucky Fried Chicken and McDonalds, as compare to their home food made. Among the common reason why they choose the fast food restaurant just because they are being too busy to prepare their own meal and dinner. Furthermore, the consumption of the fast food products usually saved the customers' time, energy and cost. On the other hand, the good image of the fast food restaurants through the strong advertising tools able to influence and appeal the people to consume their products. The good customer service and better quality products also being the attractive assets for the fast food restaurants to improved and maintain their good productivity.

According to the news report by 'Utusan Malaysia', dated 26 June 2008, the Ministry of High Education has provide a plan with the cooperation of Quick Service Restaurant (Q.S.R) to set up the commercial business or franchise cafe such as Starbucks, 'Kopitiam' and Dunkin Donuts in public universities around Malaysia. According to the news report, the reason for the establishment is due to the advancement and the need of the information technology (I.T), which currently most popular, Wireless Fidelity (Wi-Fi) services that are now been introduced and promoted by any fast food restaurants. Through such globalize adaption, the students in public universities able to enjoy the benefits and advantages of the wireless technologies.

CHAPTER 2

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.1 Literature Review

This chapter provides a review of the literature on commercial business and also the conceptual framework of the study.

2.1.1 Introduction

The introduction of the plan made by our Malaysian government regarding the establishment of commercial business in Malaysian public universities shows many reactions from the public that lead to many issues. The establishments of commercial business in public universities were believing to lead to other bad or negatives impacts, especially in term of health and unhealthy lifestyle among the university students. As mentioned by Ministry of High Education in Utusan Malaysia dated 26 June 2008, the commercial business in public universities leads to the set up of franchising businesses, such as Starbuck, Dunkin' Donuts, Kentucky Fried Chicken and Mc Donald's. Even though the establishments of these franchise businesses may create the new quality image in the public universities, however, there were some critics and complaints made by the public in which they against the government's plan. That is why it is very important to make the research and also study in regards of these issues. Through this research, we will able to see the students' opinions and their acceptance towards the government's plan.