

UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS DUNGUN

FACULTY OF HOTEL & TOURISM MANAGEMENT

CONSUMER BEHAVIOUR AFFECTS PURCHASE INTENTION OF FRESH FOOD

NUR AUNI 'AIDA BINTI AZHAIR (2014612954)
SITI NUR HIDAYAH BINTI MOHD RUS (2014857326)

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ABSTRACT

The purpose of this study is to investigate about the consumers' behaviour and purchase intention of fresh food. This has been seen as an interesting issue to be studied on since there are many modern markets have been built yet the traditional markets are still standing strong. Hence, in this study, previous researches and current researches, covering national and international comparison, have been compiled together, being analyzed and being judged upon the results. This study is to ease the foodservice operators out there in analysing the future of fresh food market and predicting the action to take for sustainability in the market shares.