

**PROMOTIONAL MIX PRACTICED BY KFC
AFFECT CONSUMER PERCEPTION TOWARDS
HEALTHY FAST FOOD**

**PUTRI LIANA BINTI OTHMAN
2006213358**

**Submitted in Partial Fulfillment of the Requirement
for the Bachelor of Business Administration (Hons)
Marketing**

**FALCULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

NOV 2008

ACKNOWLEDGEMENT

In completing this research study, I would like to express my gratitude to Allah SWT for giving me strength to get through for the completion of this research study. I also owe a great debt to the following individuals and organization, which has extended their utmost support, guidance and assistance, either directly and indirectly, without which, this research study may not be successfully completed.

First, I would like to thank my first advisor, Puan Rozita Bt Hj Naina Mohamed for his guidance, advice and endless support in helping me to complete this research. I also want to thank my second advisor Prof Madya Zaihan bt Abdul Latip. My course Coordinator, Mr. Nor Azman bin Harun was another, whose advice and support had kept me on track towards completing this study.

Indeed, I am greatly indebted to my beloved parents, En. Othman bin Mohd Nordin, [REDACTED] and those names I do not mentioned, for their assistance, guidance and endless support that inevitably helped us in carrying out this study. I also would like to acknowledge KFC Holdings (Malaysia) Berhad for allowing me to complete my practical training. My appreciation goes to all the staff of KFC marketing especially Kids' Marketing Personnel, who gave me cooperation and invaluable insights in relation to the relevant information gathered for the study.

Lastly, my appreciation is for the encouragement and advice given by my friends and Universiti Teknologi Mara, Kampus Bandar Melaka lecturers for the ideas, commitment, encouragement and understanding in completing this study.

TABLE OF CONTENTS

CONTENT	PAGE
ACKNOWLEDGEMENT	
TABLE OF CONTENT	
LIST OF TABLES	
LIST OF FIGURES	
ABSTRACT	
CHAPTERS	
1. INTRODUCTION	
1.1 Introduction	1
1.2 History of KFC	2
1.3 Background of Company	6
1.4 Problem Statement	10
1.5 Research Question	11
1.6 Research Objective	12
1.7 Theoretical Framework	13
1.8 Hypothesis	14
1.9 Significant of Study	15
1.10 Scope and Coverage	16
1.11 Limitations	16
1.12 Definition of Terms	18
2. LITERATURE REVIEW	
2.1 Introduction	20
2.2 Promotional Mix	20
2.3 Advertising	22
2.4 Publicity	23
2.5 Sales Promotion	24
2.6 Fast Food	25
2.7 Healthy Food	26
2.8 Perception	27
3. RESEARCH METHODOLOGY AND DESIGN	
3.1 Introduction	29
3.2 Data Collection Method	29
3.3 Research Design	30
3.4 Sampling	31
3.5 Questionnaire Design	32
3.6 Data Analysis and Interpretation	33
4. ANALYSIS AND INTERPRETATION OF DATA	
4.1 Reliability Test	35
4.2 Respondents Profile	35
4.3 Frequency of Promotional Mix	40
4.4 Mean	45
4.5 Cross Tabulation	46

5.	CONCLUSIONS AND RECOMMENDATIONS	
5.1	Introduction	51
5.2	Conclusion	51
5.3	Recommendations	55
	BIBLIOGRAPHY	58
	APPENDICES	61
	Appendix I – Questionnaire	
	Appendix II – Output SPSS	

ABSTRACT

This research is about a study of **“Promotional Mix Practice by KFC Affect Consumer Perception towards Healthy Fast Food”**. Moreover, this study will identify consumer perception towards fast food. The model investigated three major variables that may affect consumer perception towards healthy fast food which were advertising, publicity and sales promotion practiced by KFC. The survey is conducted Wisma KFC, Jalan Sultan Ismail and Cheras, Kuala Lumpur area. The sample size for this study is 55 respondents. Respondents are required to answer the questionnaires that contain element that potentially have relationship with customer's perception. Data are analyzed using reliability test, frequency analysis, mean, cross tabulation and descriptive statistics through SPSS program. The findings shows that most of the customers were accept the promotional mix practiced by KFC may affect consumer perception towards healthy fast food. The researcher is also able to give some recommendations and suggestions on how to improve consumer perception towards fast food after the analysis and interpretation data.