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THE PERCEPTIONS OF STUDENTS IN UITM NEGERI
SEMBILAN REMBAU CAMPUS TOWARDS KFC CHIZZA
ADVERTISEMENT

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ABSTRACT

It is to believe that advertising really can affect people's consuming behavior which the goal of this study is the relationship between the exposure of KFC Chizza advertisement and the perception among UiTM Rembau Campus students. 30 students helped the researcher completed this research by answering the questionnaires which has been distributed to them. This is to believe that, different type of media can give different type of perception. Most of students are more with the mainstream media which is television and the new media which is internet. However, the relationship the relationship between the exposure of KFC Chizza advertisement and the perception among UiTM Rembau Campus students are to be further study with the correct methods and related characteristics to reach the goals of this research.

AUTHOR'S DECLARATION

I declare this work in this academic writing was carried out according the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise acknowledge as referenced work. This writing has not been submitted to any other academic institution or non academic institution for any other purposes.

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