



**A STUDY OF FAST FOOD RESTAURANTS'
SALES PROMOTIONAL TOOLS PREFERRED
BY UNIVERSITY STUDENTS'**

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JANUARY 2013

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ACKNOWLEDGEMENT

Praises be to God for the blessings that I have been given upon completing this research project paper.

Firstly, I would like to express my deepest thanks to my advisor Madam Sharifah Nurafizah who had guided me through this research.

Deepest thanks and appreciation to Madam Norane Amad the head of Marketing and Promotion Department in Radio Televisyen Malaysia (RTM) for being so understanding with my status as a practical student that had to juggle both practical training and at the same time to complete this research report.

I would also like to express my gratitude to Arzeanti, Christina Chew, Cindy Florence, Nurul Naquiah and Suhairie for their help, cooperation, encouragement, constructive suggestion and valuable hints to me.

Lastly goes my biggest thank you to my parents, friends and to all the respondents' that have contributed upon the research completion.

Thank you so much.

Ogilvy Richard

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Abstract

Purpose ~ The study is about the fast food restaurants' promotional tools preferred by university students'.

Design/ Methodology/ Approach ~ A total of 120 questionnaires were randomly distributed to university students specifically Universiti Teknologi Mara (UiTM) and Universiti Malaysia Sabah (UMS) in the age group of 19-30 years old. Data analysis was done in SPSS Version 18. Hypothesis about coupon, price discount and limited-time menu item is being tested with Regression Linear.

Findings ~ According to the findings, consumers considered sales promotion via coupon is the main sales promotional tools that preferred by them into consuming fast food.

Research Limitations / Implications ~ The time to conduct and complete the research is limited added to short semester period. The respondents' selected only from two universities'. Other customer segments and geographical areas should be included in future studies.

Practical Implications ~ The results enable marketers to focus on key points in implementing the right sales promotional deals to attract more consumers and retaining them.

Originality / Value ~ This paper puts forward the fast food sales promotion tools preferred by the young consumers. The paper also provides useful information for both academicians and marketers about the effective of sales promotions tools nowadays.