
ACROSS BORDERS

AN OVERVIEW OF ISSUES IN
MANAGEMENT & BUSINESS / SCIENCE & TECHNOLOGY
/ SOCIAL SCIENCE & HUMANITIES
2009-2011

PROJECT TEAM

Dr. Roaimah Hj. Omar
Dr. David Loh Er Fu
Nor Raihan Abu Bakar
Siti Zuraina Gafar@Abd Ghaffar
Muhamad Hanapi Khamis
Siti Nurshahidah Sah Allam

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**Division of Research, Industrial Linkages & Alumni
Universiti Teknologi MARA
Cawangan Melaka**

ISBN 978-967-11354-1-9

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PREFACE

Across Borders is designed for use in knowledge development in various disciplines. It is written to accommodate the interest of academicians and industry. The compilation of research abstracts from different fields provides valuable information to assist the expansion of knowledge and development. It also serves as a reference for Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni.

The compilation of proceeding abstracts includes 83 research abstracts that are divided into 3 sections according to their respective disciplines; Management and Business, Science and Technology, and Social Science and Humanities.

It is hoped that this book would inspire its readers to undertake further research in the specific fields or disciplines.

ACKNOWLEDGEMENT

The project team of this Across Borders would like to express their deepest appreciation to all the researchers from the various faculties for their participation. Without their on-going contributions the book would not be possible. We are indebted to the Rector of Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni for mooted the idea of having this book and getting the project started.

We would like to sincerely thank all our friends, colleagues, and acquaintances for their roles, direct and indirect contributions and invaluable support in the compilation of the 83 proceeding abstracts.

CULTURAL UNCERTAINTY ON BRAND TRUST OF FAST FOOD INDUSTRY IN MALAYSIA

Rozita Hj. Naina Mohamed
Associate Prof Dr. Norzaidi Mohd Daud

ABSTRACT

Malaysian foodservice industry offers great potential for investors as it continues to develop and saw positive growth from 2000 to 2005, with 100% home delivery/takeaway and cafes/bars seeing the greatest growth, i.e. 97% and 61% over the period respectively. Fast food industry experienced the fastest growth. This industry is very important culturally and it intensifies in popularity. However, the influence of cultural uncertainty on brand trust of fast food industry is still elusive. The lack of awareness on customers' sensitivity has let companies, individuals or products down. This study conceptualized the perception of customers on the cultural uncertainty (religious sensitivity, health threat and information disclosure issues) and the critical factors that influence brand trust of the five prominent fast food in Malaysia namely, Mc Donald's, Kentucky Fried Chicken, A & W, Kenny Rogers Roaster and Pizza Hut. The result of this study will provide insights into the cultural uncertainty factors that influence successful implementation of branding models used in fast food industry in Malaysia or other Muslim countries where an opportunity for the fast food businesses to undergo an operation-check of the various important branding areas. For academicians and students, the conceptual insights from this study would add to the literature and allow better understanding of the pre-requisites necessary to succeed in food services especially fast food industry in today's competitive environment.

KEYWORDS

Cultural Uncertainty, Brand Trust, Fast Food Industry