
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
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Cawangan Melaka**

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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.

ANTECEDENTS AND CONSEQUENCES OF BRAND EXPERIENCE: A CONCEPTUAL STUDY OF FAST FOOD INDUSTRY IN MALAYSIA

Rozita Hj. Naina Mohamed
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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. Evidently, fast food industry experienced the fastest growth and contributing economically to the nation. Since the competitors' is getting stiff, the industry has to precisely understand the consumers' lifestyle and consumption experience. The lack of awareness on the sensitivity of customers' consumption experience has let companies, individuals or products down. Notably, brand experience is still new and emerging. However, the antecedents and consequences of brand experience are still elusive. This study conceptualized the perception of customers on the antecedents influence of brand experience (product quality, service quality and corporate social responsibility) and consequences that influence resonance of the four prominent fast food in Malaysia namely, Mc Donald's, Kentucky Fried Chicken, Kenny Rogers Roaster and Pizza Hut. The result of this study will provide insight into the brand experience factors that could influence successful implementation of branding models specifically for the fast food industry. Indeed, the research findings could also unveil the opportunity for the fast food businesses to undergo an operation-check in order to reformulate their branding strategies. For academicians and students, the conceptual insights derived from this study would add to the literature and would allow better understanding of the pre-requisites necessary to succeed, sustainability and the capability of businesses to increase its revenues and earnings thereby ensuring corporate longevity in today's competitive environment

KEYWORDS

Antecedents, Consequences, Brand Experience, Fast Food Industry.