



A STUDY ON STUDENT PURCHASING
BEHAVIOR OF UiTM STUDENT SABAH BRANCH
TOWARD KFC RESTAURANS

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Executive Summary

This research is conducting as a requirement of the syllabus for subject Marketing Research (MKT536). The students are required to do a research around UiTM Sabah branch campus to define the purchasing behavior of UiTM student.

At the beginning of semester, my lecturer, Professor Madya Mat Yasin has instructed us to do a research and submit the report. So in this research, I'll choose KFC restaurants as my research project to identify the student purchasing behavior at KFC restaurants.

In order to complete this project, I need to distributed questionnaire for 120 respondents from 11 courses that representing UiTM Sabah branch student . I choose to use quota sampling as my sampling technique because it will make me easier to find the respondent.

My major finding in this research, almost student of UiTM Sabah eat KFC. There are few factor that influence their purchasing behavior at KFC restaurants such as food, price, promotion and service.

In my research, I also give recommendation to KFC in order to fulfill customer satisfaction. Here I suggest that KFC should give better services, add more variety of food and also maintains the quality of food and services.

1.1 INTRODUCTION

Nowadays, fast food restaurants become most popular place for people who wants to eat quickly after ordering especially student and career people This is because they need to manage their time wisely after busy with their daily life. For example, student did not have many times to go for lunch or dinner because they need to attend class every day. Therefore, fast food restaurants are one of the alternatives to fulfill our needs in order to enjoy eating and eat quickly after ordering without wasting time. Besides that, the fast food restaurants can provide a delicious meal to their customer with reasonable price and its menu something different with other restaurant.

As we know, currently there are so many fast food restaurants that exist in our market such as "KFC ", "MC Donald" , Burger King, and Pizza Hut. Each of them came out with different product and meals. But we can still differentiate it because all of them have a unique characteristic.

So in this research, I would like to study purchasing behavior of UiTM student Sabah branch on KFC Restaurants. I only focus on UiTM student because they a part of KFC customer and easy for me to take them as a respondent. This research will be doing around Sabah branch campus.

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