

Title of Thesis	A Study on Female Consumers' Behaviour towards Café in Miri
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ABSTRACT

This research is to examine female consumers' behaviour towards café in Miri. For this research, the researcher adopted quantitative of data collection method which through self-designed questionnaire to get the research data. The data are collected and analyse using simple statistic method. The first finding shows that most of the female consumers have been to the café not more than 5 times per month. The second finding reveals that available of internet access affect female consumer to stay longer in a café. The third finding indicated that female consumer often order dessert or pastries in a café. The last finding revealed that female consumer more likely to visit independent café more than franchise or chain café. Based on findings, researcher suggested four recommendations for implemented. First recommendation suggest café owner cooperate together to organise some event or activities occasionally to boost the café culture in Miri. Second recommendation proposed café owner to proper control their internet access. Third recommendation advised café owner bring out new recipe on certain period. Last recommendation suggested café owner decorate the café nicely and provide discount card to targeted consumer. Moreover, future research can further explore both female and make gender in larger sampling size and conduct more region of place in Malaysia. Besides that, future research can conduct more research question in order to explore research in details. Furthermore, future research can investigate in more research topic of research for comparison purpose on consumer behaviours.