

Title of Thesis	The Consumer Behaviour towards Street Food Business in Miri
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### **ABSTRACT**

The purpose of this study is to analyze the Miri consumer and their behavior toward street food business market in Miri. The research is using questionnaire method and gathers information from 60 respondents. The data are collected and analyze using simple statistic method. The research result indicated 4 major finding. The first finding is the respondents are referring to the willingness to spend on street food. Therefore, taste of food influence the attraction of the consumers. In third finding is respondents are spending money on food that is worth because they are not the regular customers visiting the same vendor. Lastly, the expectation in future determined the future suggestion for the street stall hawker. From the result, the researcher suggests several recommendations for implemented. The finding suggests that the street stall hawker need to produce more new menu for their products with reasonable prices in order to attract the new consumers. Besides that, the recommendation had been made by the researcher which are the street stall hawker should know their customer well to become successful and create their signature items to attract more consumers. Finally, this research created several areas that could be carrying out for future in-depth research which focus the role of the street stall hawker, The Ministry of Health and society. Future research could benefit from applying this research to explore more about consumer behavior toward street food. Moreover, future researches can also conduct the research based on the comparison study such as view of comparison among the consumer.