

Title of Thesis	A Study on Consumer Expectation towards Services Provided through Vending Machine among Young Adults in Miri
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### **ABSTRACT**

This research is to study on consumer expectations towards services provided through vending machine among young adults in Miri. This aims to examine the Miri young adults expectations towards services provided through vending machine and the investment towards the vending machine. In this research to get the research data, the researcher had adopted a quantitative method and the collection was through self-designed questionnaire. The data are then collected and analyzed using simple statistical method.

It is important that the researcher investigate more about the various types of attitudes of consumer expectations towards services provided through vending machines in Miri. The study on consumer expectations helped Miri consumers to overcome their hectic and busy life when there are to make decision on source of unplanned eating and drinking. Moreover, Miri consumers will be able to be of convenience when using the vending machines. Besides, Mirians do not have the time to actually cook at home or dine in at a restaurant and due to the existence of vending machine, there is no need to dine in or ordering for delivery.

Through this research, Miri consumers should be able to consider and analyze the convenience of vending machines in the market. The results will be gaining more knowledge and information related to the consumer expectations towards services provided through vending machines. Finally, this research helped to raise awareness of Miri consumers on how to be of convenience when using the vending machines.