STUDENT'S BEHAVIOR TOWARDS FAST FOOD RESTAURANT AT UNIVERSITI MALAYSIA KELANTAN (CITY CAMPUS)

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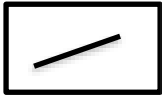**Faculty of Hospitality, Tourism and Wellness**

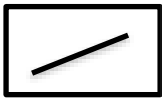UNIVERSITI MALAYSIA KELANTAN

**2023**

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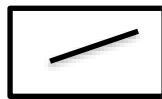
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norms, perceived behavioural control and behavior

towards fast food restaurant.

CHAPTER 1

INTRODUCTION

1.1   INTRODUCTION

In this research, chapter one contains the background of the study, problem statement, research objectives, research questions, significance of study, definition of terms and summary. The background of the study has a description of all the concepts, terms and ideas related to the topic. This research project aims to explore a study on student's behavior towards fast food restaurants at Universiti Malaysia Kelantan.

1.2   BACKGROUND OF THE STUDY

According to the trends and changes of modern life, the needing of fast food is one of our daily habits. Although it can be seen by young people, teenagers, the elderly and especially students, fast food is an easy option for them to find food. Indeed, fast - food is remarkably close to them, and it has become a habit when they have no choice but to eat fast food (Syafiqah et al., 2018). Even though the students are aware that eating fast food in excess might be dangerous, fast food marketing strategies that have been quickly picked up by the media have been effective in distracting them with eye-catching advertisements and tempting deals

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(Brindal et al., 2011). This is also evident when the fast food has its own draw, such as visually appealing, intriguing food like MCD, which is credited with giving it variety.

Fast food has also defined mainly food from fast food chains from all over the country for examples McDonald's, Domino's Pizza, Subway, Pizza Hut, Kentucky Fried Chicken and Texas Chicken and all these fast foods can be eaten there or taken away (Janssen et al., 2018). However, takeout certainly includes many definitions and comes from many sources, including vending machines, convenience stores, fast food stores, takeaways, coffee shops, schools., etc. The concept of fast food is often used to describe food that is prepared quickly and at a reasonable price. It is also commonly referred to as an alternative to home cooked meals. In restaurants, fast food is often offered in a package that makes it easy to take home (Hamrick & Okrent, 2016).

Due to the increasing number of people eating away from home, the fast-food industry has started to expand its operations by setting up branches in strategic locations. These include schools, shopping centers, gas stations, hospitals, universities, and terminals. Fast food consumers are becoming more popular, which has contributed to the fast-food industry's rapid growth. It has also been observed that the companies can easily infiltrate foreign markets through their globalization strategies (Adam, 2016). Fast food has been a much-discussed topic due to its very rapid rise these days. Fast food is considered by young people as one of the bad habits for the body. In addition to unhealthy habits, this is also a food with an extraordinarily strong taste and can cause unhealthy diseases when consumed in excess such as obesity, weight gain, especially in young people (Bowman et al., 2004).

Today's fast food is a choice, especially for college students. In fact, fast food is the kind of food that you can easily buy and carry anywhere because you do not have to think about anything other than cooking it at home. Eating out such as fast food, tends to be less healthy

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because it has more energy and fewer nutrients than cooking at home. This is evidenced by the fact that it often contains ingredients such as fat, salt, and sugar and from these ingredients are associated with weight gain and various adverse health effects that can affect an individual's health.

The availability of fast food at minimal prices and the marketing method adopted by food manufacturers has promoted the development of fast food at a high rate. Fast food does not contain the nutrients our bodies need to stay healthy. Therefore, foods with low nutritional value are considered dangerous for health and can be called junk food. The popularity of fast food in this era of growth is associated with quick preparation and the convenience of consuming food in a short time.

1.3   PROBLEM STATEMENT

This study found issues with fast food attitudes, subjective norms, and perceived behavioral control among students at University Malaysia Kelantan (Campus City). This matter needs to be taken seriously in terms of control because this food is quick and easy to find and there are other elements that may have a negative impact on students.

Fast food refers to food that has been prepared in a quite simple and quick manner. Then it becomes into a quick meal or take-away meal that can be found at restaurants and snack bars (Daradkeh, AlMuhannadi&AlHajr,2018). Furthermore, as the significance of fast service has increased in the food and beverage industry, fast food restaurants have benefited. Most teenagers and students favor fast food after seeing them visit restaurants twice a week (Nadzar

& Hamid, 2019). Moreover, most undergraduate students may form a daily habit of visiting fast food restaurants, potentially leading to the growth of more fast-food restaurants on university campuses (Bakare & Olumakaiye, 2016).

Independent variables such as an individual's attitude toward something is a predictor to their intention, but it's also a measure of how they assess whether their behaviors toward a given situation is good or negative. In the beginning, the user decides what to buy based on the attitude they established in the first step of the buying process. As a result, that mindset may have an immediate impact on customer purchase decisions. Hence, the first aspect of student's behavior towards fast food restaurant is attitudes.

Firstly, attitude is possibility for a person to react to behavioral things in a positive or negative way. In other words, a mindset that might be defined as a favorable or unfavorable evaluation of the results of doing something. Since understanding customer attitudes is a crucial part of restaurant marketing strategy, fast food restaurants should pay special attention to those of university students. Thus, understanding about the customers attitude is a crucial part of restaurant marketing strategy. Fast food restaurants should pay special attention to those of university students.

Secondly, normative ideas that an individual hold that are in accordance with the group's standards can be referred to as a set of subjective norms. This is because, the people who have the biggest influence in making decisions over students to eat fast food - their parents and friends that can all influence students' subjective norms. As a result, 52.2% of high school students are seen when they gather in fast food restaurants (Mirkarimi et al., 2016). This is also supported by previous research, which shows that subjective norms can positively influence a person's intention to continue using a product (Ozturk et al., 2016).

Living within a national culture or custom results in the cultural learning of social norms on both the macro and micro levels. As a result, the value that customers will place on travel will depend on how highly valued behavior is in their culture. As a result, it is important to identify the place of origin when determining the subjective norms that shape conduct and emphasize the conceptual model.

Thirdly, the perceived difficulty of carrying out the specified behaviors can then be used to define perceived behavioral control. When resources are available and barriers to behavior can be managed by everyone, a behavior can be carried out. A person's capacity to act out the conduct they are convinced to adopt depends on their level of self- efficacy. The importance of behavioral control that can be felt in the prediction of individual behavior has also been proven by TPB theorist Ajzen.

Ajzen accomplished this by demonstrating how perceived behavioral control strengthens a person's purpose when there are fewer barriers and more resources available. As the result of the research conducted by Mirkarimi et al., 2016 and Nadzar dan Hamid 2019, it can conclude that most teenagers prefer freedom by gathering their friends at places that relatively open and have a variety of food options, such as fast food restaurants.

1.4 RESEARCH OBJECTIVE

To determine the relationship between the attitude, subjective norms, and perceived behavioral control, which serve as the study's independent variables and student's behavior towards fast food restaurant is the dependent variables.

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1. To identify the relationship between the attitude and student's behavior towards fast food restaurant.

2. To determine the relationship between the subjective norms and student's behavior towards fast food restaurant.

3. To identify the relationship between the perceived behavioral control and student's behavior towards fast food restaurant.

1.5 RESEARCH QUESTIONS

To investigate the relationship between the attitude, subjective norms and perceived behavioral control, which serve as the study's independent variables and student's behavior towards fast food restaurant is the dependent variables.

1. What is the relationship existed between the attitude and student's behavior towards fast food restaurant?

2. What relation was observed between the subjective norms and student's behavior towards fast food restaurant?

3. What is the relationship between the perceived behavioral control and student's behavior towards fast food restaurant?

1.6   SIGNIFICANCE OF THE STUDY

The reader is usually provided important details about the study's methodology in the section on its significance, and it is usually obvious what was learned from the research and who would profit from it. This research's objective is to inquire into the ways in which variables affecting student attitudes toward fast food businesses would affect respondents' perceptions. This is particularly corroborated by Benajiba (2016), who claimed that it was obvious that adults consume a lot of fast food, particularly college students. There is evidence that the same eating behavior exists in other nations.

SOCIETY

Young people seem to be interested in fast food culture (Kaushik et al., 2011). This is the case regardless of whether a person is from the upper middle class or the upper class because the fast food culture affects the society as a whole. Other than this, there is still no agreement - on the definition of fast food. Fast food is referred to as food that can be prepared and served very quickly, according to the famous website, while Habib et al. (2011) defined fast food as a quickly prepared, reasonably priced and easily accessible alternative to home cooking.

Additionally, university students in Saudi Arabia's Eastern Province were discovered consume a lot of fast food (Tam et al., 2017). Since the students have less leisure time to prepare meals in their leased homes since they are too busy studying or reviewing and indirectly contributing to the popularity of fast food chains among youths (Nadzar and Hamid, 2019).

MALAYSIA GOVERNMENT

The government has allotted more than RM20 billion towards healthcare, according to 2016 Utusan. Deputy Minister of Health Datuk Dr. Hilmi Yahaya stated that despite the substantial budget allotted by the Malaysian government, the nation's health situation is frightening. This is since 29.2 million Malaysians, or 10% of the population, spent time in hospitals in 2013.

According to William Chan in the same article, less Malaysians are eating meals with a lot of nutrients these days. Numerous publications on the fast food publications tended to concentrate more on the advantages of fast food as well as the general sentiments of the consumers who frequent these establishments. People in their teens and twenties are said to consume fast food the most frequently (Lee 2007).

1.7   DEFINITION OF TERMS

The following terms are defined in the context of this research for a better understanding of this study.

1. **ATTITUDE**

This refers to how positively or negatively a person evaluates the behavior of interest. It also includes thinking about the consequences of performing the behavior (Wayne.W, 2022)

2. BEHAVIOURAL INTENTION

One's perception can make performing the desired behavior seem either easy or difficult. Perception of behavioral control varies based on the situation and action, which results in changing levels of perceived behavioral control.(Wayne. W, 2022)

3. PERCEIVED BEHAVIOURAL CONTROL

This represents the connection between one's perception regarding other individuals' perceptions towards oneself concerning one's conduct or performance, along with one's desire for compliance with such perceptions. Both compliance with significant others (like mother, father and a close friend) and personal levels of motivation affect these beliefs. The behavior of an individual can be notably impacted by these beliefs. (Wayne.W, 2022)

4. SUBJECTIVE NORMS

It is an interface between a person's perception of how significant others in the social environment feel about the person's behavior performance, including motivation to comply with these. Both the presence of significant others (mother, father, best friend) and the individual's level of motivation to comply with or please these significant others influence these beliefs. (2022)

1.8 SUMMARY

The researcher states briefly about the learning background that has been carried about to collect data. The behavior towards fast food in restaurants is a choice for students, especially university students. The research history of the current study is discussed. The next topic covered in this chapter seems to be how university students behaved. Before concluding out the chapter, the researcher also lists the three objectives of the research, three research questions, and a glossary. In the following chapter, which is concerned with the variables influencing students' behavior towards fast food at Universiti Malaysia Kelantan (City Campus) and the researchers will review the results of the literature review.

CHAPTER 2

LITERATURE REVIEW

2.1   INTRODUCTION

Previous articles that looked at independent variables and dependent variables will be covered in this chapter. By doing this, we can evaluate and analyze further to find a good understanding for this study. As stated in the issues that contribute students' behavior include, attitudes, subjective norms, and perceived behavioral control. This has been classified as an independent variable (IV), while towards fast food restaurant is a dependent variable (DV). The findings will demonstrate that there is a link between the independent and dependent variables.

2.2 THEORY

2.2.1 THEORY OF PLANNED BEHAVIOUR

The Theory of Planned Behavior (TPB) has been used to predict and characterize a variety of behaviors, including drug use, recycling, user behavior and safer sex, among others (Ajzen, 2020). He also pointed out that this theory defines the important behaviors before focusing on the target, the appropriate actions, the environment, and the time frame in which the behaviors occurred. The Theory of Planned Behavior (TPB) emphasizes four key dimensions: behavioral intention, attitude, subjective norms, and perceived behavioral control.

An individual's motivation for engaging behaviors can be measured by their behavioral intention (Mamman et al., 2016). Through an individual's behavioral purpose, the three contiguous variables of this theory, attitudes, subjective norms, and perceived behavioral control can be identified (Ajzen, 2020). In prior research, it was shown that 79.1% of respondents ate fast food at least once a week and 95.4% went to fast food restaurants to eat (ALFaris et al., 2015). The degree to which a person engages in a behavior can be determined by the attitude they have toward it and the subjective norms of others around them (Ajzen, 2020). Meanwhile, a person's behavior intention can only be concretely developed when they feel themselves to have a strong level of behavioral control.

The TPB theorists claim that an individual's attitude determines whether they are likely to respond favorably or unfavorably to a psychological object (Fishbein & Ajzen, 2010). The judgment of the negative or good effects of engaging in a particular behavior is another way to define attitude. According to research on the relationship between behavior and attitude in the food domain (McDermott et al., 2015), customers' attitudes can significantly affect how likely

they are to buy and consume fast food. An earlier study showed how consumers' attitudes directly influence their purchase behavior (Akkaya et al., 2017).

Additionally, studies have shown that attitudes can have a major impact on the consumption of fast-food among older and married respondents, suggesting that the older generation is not an exception (Ghoochani et al., 2018) because understanding is a key component of a restaurant's marketing strategy, fast-food establishments need to comprehend the opinions of all their patrons, especially those of university students (Akhter, 2019). In a similar vein, a previous study (Akkaya et al., 2017) discovered that consumers' attitudes directly influence their purchase behavior. Because understanding is a key component of a restaurant's marketing strategy, fast food establishments need to comprehend the opinions of all of their patrons, especially those of university students (Akhter, 2019).

The final component of perceived behavioral control is the individual's impression of the challenges involved in carrying out a necessary behavior (Gholipour-Baboli et al., 2017). When there are enough resources available and the appropriate person is skilled at overcoming behavioral hurdles, a behavior can be carried out. Self-efficacy regulates a person's capacity to engage in the convinced behavior (Mamman et al., 2016).

Perceived Behavioral control may highlight how a student's ability to reach fast food establishments and the availability of their own money may affect their dietary behaviors when it comes to fast food. Icek Ajzen, a proponent of TPB, also highlighted the significance that a perceived behavior control will be used when a person's behavioral intention is supported by the perceived behavior control when there are fewer challenges and more resources available, as determined by the research of perceived behavioral control in predicting a person's behavior (Ajzen & Madden, 1986).

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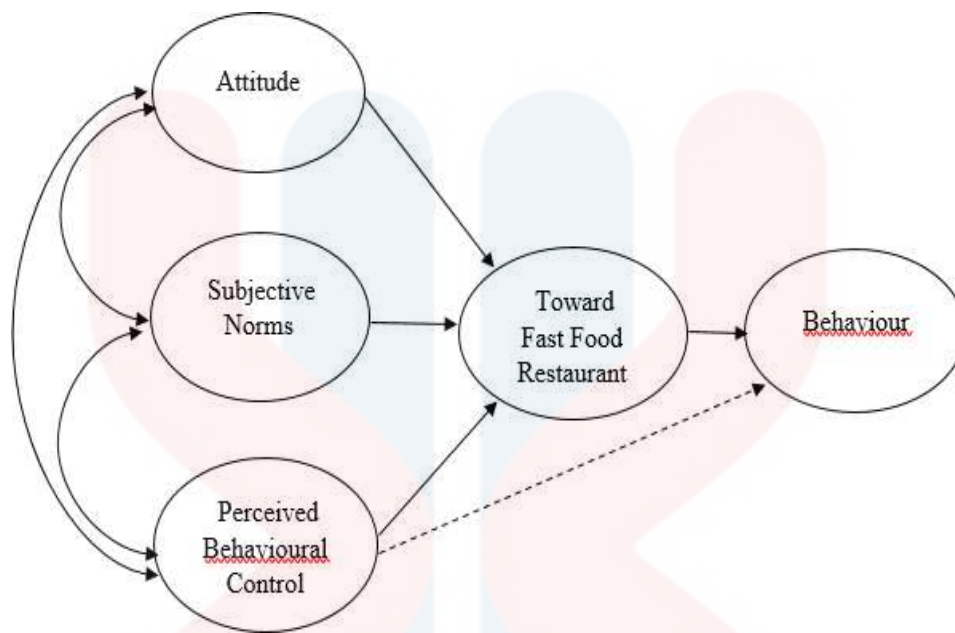
Figure 1: The Theory of Planned Behavior

2.3 BEHAVIOR TOWARDS FAST FOOD RESTAURANT

Fast food restaurants have grown in popularity as it can reduces the time needed to prepare food for consumers (Janssen et al., 2018). Food in restaurants or stores offering fast customer service is known as "fast food," and it is also supplied in a packaged way for home consumption (Oexle et al., 2015). Fast food consumption is also associated with poor eating habits, for example soft drink consumption and insufficient intake of vegetables and carbonated drinks (Ashdown-Franks et al., 2019). They have also said that 46.1% of teenagers eat fast food at least once a week (Ashdown-Franks et al., 2019). A student's life is too busy because they have activities such as lectures, tutorials, co-curricular activities, and assignments that must be

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completed, so they have all chosen to eat on the go instead of eating healthy, which is to choose fast food because it is easier and saves more time (De Piero et al., 2015).

Although fast food is attractive since it is affordable, the high calorie, saturated fat, trans fat, sugar, simple carb, and salt and sugar of all this food does not change that fact (Jia et al., 2021). According to the World Health Organization (WHO), there is a significant difference between the increasing trend of obesity and the 1975 obesity rate, which is only about 3% for men and 6% for women. In 2016, 39% of people were found to be obese (Jia et al., 2022). Due to the increasing concern that obesity is on the rise among young adults, this study aims to raise awareness among Malaysian university students about how to ensure higher nutrition facts to choose and consume healthier food alternatives when they used to enjoy eating out, particularly fast food (Institute for Public Health, 2015).

2.4   ATTITUDE

Ajzen's (1975) research states that the theory of planned behavior specifies how beliefs and attitudes are related. The determination of an individual's evaluation or attitude towards a specific behaviour as explained by Ajzen depends on his/her accessible beliefs about the behaviour. According to this theory, belief pertains to one's subjective certainty that executing a specific behaviour will yield an expected consequence. Influence on one's attitude is proportional to how likely they think it is for the particular behaviour to produce positive outcomes when assessing each possibility.

Expectancy-value model paved way for development and understanding of outcome expectancies. An expectation, opinion, attitude or belief can all be classified as outcome

expectancy. Perceived benefits and positive evaluations share similarities in relation to performing specific behaviors as proposed by the theory of planned behavior. (Fishbein, M., 1975) The belief that the proposed behavior will lower negative outcomes constitutes a positive evaluation. A thought about adverse results from participating in an activity characterizes a negative self-evaluation. (Ajzen, I.,1975)

2.5   SUBJECTIVE NORMS

The term "subjective norm" is used to describe the perception of whether most people find the behavior acceptable or not. In addition, it also has to do with a person's perception of whether peers and significant others think they should act in a certain way. According to Gholipour-Baboli et al., subjective norms are a collection of people's beliefs that are influenced by the normative notions of individuals owned by the community (2017).

Parents, teachers, and friends have the most effect over their children's subjective norms, which can include eating fast food (Mirkarimi et al., 2016). A previous study showed that subjective norms can positively influence a person's intention to continue taking a substance, which supported this result (Ozturk et al., 2016). When it comes to fast food eating, subjective norms may persuade someone to regularly consume it to conform to the group's beliefs.

Subjective norms on customer intention are defined as the influence of outside factors and refers to significant individuals or groups that indicate the chance that carrying out a behavior will be accepted or rejected (Ajzen, 1991). According to Taylor (1999), when an

individual's activities have an impact on another person's benefit, a subjective standard is an effective translator of behavior. On the other hand, when only one person is involved in the selection process, the issue of subjective norms is irrelevant, according to Lapinski, Rimal, DeVries, and Lee (2007).

In addition, with the help of subjective norm and complying motivation, subjective norm is established. Normative belief was investigated by asking students three questions regarding how they perceived their parents', teachers', and friends' attitudes on eating fast food. By posing the students with three questions about how they perceived about their parents', teachers', and friends' perspectives on eating fast food, normative belief was examined. By asking the students how much they respected and concurred with the views of persons who were significant to them, the motivation to comply was examined. Since the beliefs of children's friends regularly differed from those of their parents and teachers, the internal reliability for the subjective norm was not as high as it could have been.

Additionally, in previous research on the planning and behavior of food purchases, the subjective norm influencing by behavior was not obvious. This is because, using customer motivation, subjective norms carry out a behavior to construct the initial moments of crucial individuals like family, friend, and significant others. Customers are driven to behave in a way that complies with the subjective standard to recreate the first moments of an important individual.

2.7   PERCEIVED BEHAVIORAL CONTROL

First and foremost, it was observed that perceived behavioral control over fast food consumption was significantly adversely linked with consumption intention and frequency. The inclusion of self-efficacy, characterized as confidence in one's ability to frequently consume functional foods, turned out to be the most important determining factor for intention (Nystrand and Olsen, 2020).

The accessibility of appropriate resources and the ability to handle behavioral challenges have an impact on behavioral performance. An individual seems to have more control over their actions and a stronger intention to carry them out the more resources they perceive and the fewer impediments they face. People who may have the intention to change and maintain certain health behaviors, but whose everyday environment may not encourage those behaviors by eating fast food frequently (Shantanam & MUELLER, 2018). Fast food's accessibility and price in community settings, as well as its convenience, have been identified as obstacles to regular, daily healthy eating.

Perceived behavioral control includes the ability to try new foods without worrying about leftovers, the ability to gradually introduce healthy foods into the family diet, and the ability to learn to use cooking utensils (Nystrand and Olsen, 2020). Food waste and food costs are major issues that adversely affect control of an individual's perception of healthy home cooking. Thus, for this reason will find it easier and more convenient to buy fast food, even if it costs money.

2.7 THE RELATIONSHIP BETWEEN ATTITUDE, SUBJECTIVE NORMS AND PERCEIVED BEHAVIORAL CONTROL AND BEHAVIOUR TOWARDS FAST FOOD RESTAURANT.

2.7.1 THE RELATIONSHIP BETWEEN ATTITUDE AND BEHAVIOUR TOWARDS FAST FOOD RESTAURANT

Hyun-sun Seo, Soo Kyung Lee and Soyoung Nam's research suggests that attitude towards fast food can either be positive or negative. Among the internal environmental factors, attitude has the ability to influence an individual's purchasing decisions. When it comes to things, consumers tend to repeatedly react and evaluate which forms their attitudes towards those things, whether positive or negative and agreeing with it or otherwise. Shifana and PIN Fernando (2015) define attitude as the consistent positive or negative psychological reaction of an individual towards a stimulus. Their perception of the stimulus determines this.

Also, individuals may possess either optimistic or pessimistic attitudes and behave counterproductively to their own interests. When it comes to choosing or buying certain products , several things come into play that affect customer's decisions including; availability , pricing , environmental effects among others . Essentially attitudes can significantly influence how customers behave. The response of consumers towards institutions ,people ,events ,objects ,or products whether positive or negative is dependent on their attitude as proposed by Azjen and Fishbein(1980). The purchasing behavior towards fast food restaurants is influenced by consumer attitudes, as identified in this study.

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Fast food restaurants have rapidly increased due to the busy lifestyles and hardworking professionals in today's world. In addition, their consumption is growing. Numerous fast food restaurants exist. Increasingly more teenagers and young adults are consuming fast food as it becomes trendy within high society. Fast food has succeeded in pleasing these groups' palates. While it is a powerful symbol for modern society, most countries around the globe appear immune to its apparent charm.

2.7.2 THE RELATIONSHIP BETWEEN THE SUBJECTIVE NORMS AND BEHAVIOUR TOWARDS FAST FOOD RESTAURANT

According to Gholipour-Baboli et al. (2017), subjective norms are beliefs in a population that are influenced by a member's normative notions that are shared by the community. Furthermore, the significance of subjective norms in influencing consumers' attitude and buying intentions was well- known. The intention to eat fast food positively interacts with subjective norms, according to one study's major finding (Baghianimoghadam et al., 2016).

Another recent study later came to the same conclusion, having shown that the subjective norms of customers have a significant effect on both purchase intention and attitude (Nguyen et al., 2020). Finally, previous research has found a link between perceived behavioral control and fast food consumption. Availability of different food preparation tools can increase people's confidence in their ability to make healthy lifestyle changes (Hardin-Fanning & Ricks, 2017). Fast food behavioral intentions are inversely correlated with perceived behavioral

control, indicating that people who have more control over their intake have less intention to consume it (Baghianimoghadam et al., 2016).

2.7.3 THE RELATIONSHIP BETWEEN THE PERCEIVED BEHAVIORAL CONTROL AND BEHAVIOR TOWARDS FAST FOOD RESTAURANT

Fast food is purchased by large franchises and unlike all other types of convenience food, is not believed by customers, according to beliefs about fast food and its consumption (Dunn et al., 2008; Mohr et al., 2007). It claims to be unhealthy because it shows that is not the healthy food. Previous research has drawn awareness to a link between eating fast food and perceived behavioral control. This is because using different food preparation tools can improve people's perception of their potential to bring about a progressive healthy change (Hardin-Fanning and Ricks, 2017). Regarding to the perceived behavioral control dimension, the theory of planned behavior states that both perceived control and self-efficacy are negatively associated with the intention to engage in undesirable behaviors, such as in the context of the fast food consumption behavioral control dimension.

Specifically, the participants defined fast food as burgers, fries, and fried chicken. Additionally, researchers report consuming fast food based on characteristics such as perceived convenience, taste, and instant satiety. It is proven that burgers are the most frequently eaten fast food with 1.05 times a month. It is followed closely by fried chicken with 1.02 times a month while pizza is 0.97 times a month. This trend is supported by other studies such as from the study of Seo et al., 2011. A study of fast food intake among university students in Daejeon

has reported that the monthly frequency of eating fast food as a daily meal is 2.7 burgers, 2.1 fries, 1.8 for chicken, 1.5 for a pizza and 0.8 for a donut (Seo et al., 2011).

Fast food consumption intentions are negatively associated with perceived behavioral control, implying that those who control is superior) because of higher than fast food consumption and lower willingness to consume (Head, 2016). Most fast food consumers tend to be in their teens and twenties. These products are likely to be fast, convenient, and sometimes inexpensive (Mirkarimi et al., 2016). The study found that most participants, especially those under the age of 24, visited fast food every month. Similarly, (Farhana Quoquab Habib et al., 2011) documented that 84% of Malaysian university students ate fast food. Also, visiting fast food restaurants is a routine activity for most undergraduates, and fast food outlets are increasing on college campuses (Bakare & Olumakaiye, 2016).

2.8 CONCEPTUAL FRAMEWORK

Figure 2 depicts the conceptual framework for this study. The independent variable that will be proposed has three components, that is the attitude, subjective norms, and perceived behavioral control while a dependent variable is behavior towards fast food restaurant.

Figure 2: Conceptual framework between the attitude, subjective norms and perceived behavioral control and behavior towards fast food restaurants.

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INDEPENDENT VARIABLE   **DEPENDENT VARIABLE**

Attitude

H_1

Subjective Norms

H_2

Student's Behavioral Towards Fast Food Restaurant

H_3

Perceived Behavioral Control
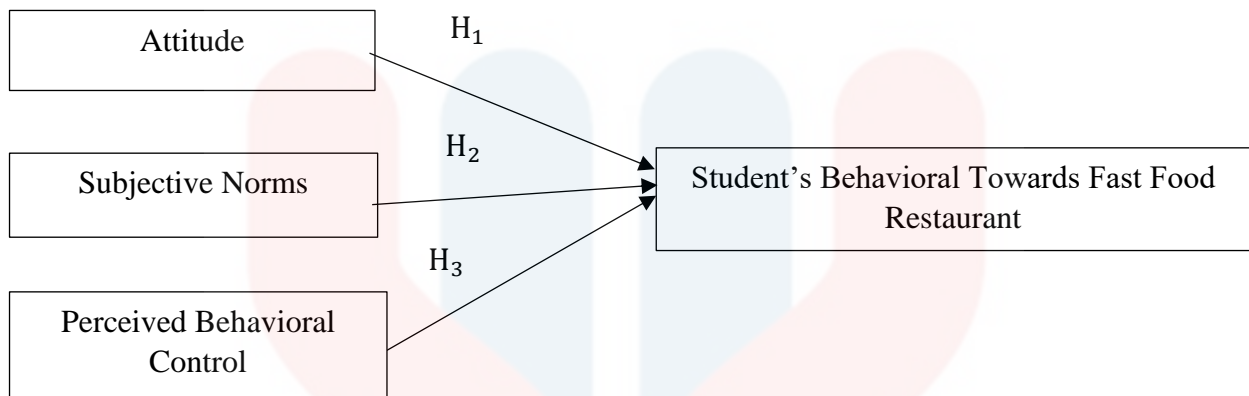
2.9   HYPOTHESIS

The study hypothesis aims to determine whether there is a relationship between independent variables and dependent variables.

1. There is significance relationship between the attitude and behavior towards fast food restaurant.

2. There is a significance relationship between the subjective norms and behavior towards fast food restaurant.

3. There is a significance relationship between the perceived behavioral control and behavior towards fast food restaurant.

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2.10 SUMMARY

This chapter discusses the behavior of students towards fast food restaurants located at Universiti Malaysia Kelantan (City Campus), finally. This chapter will detail the independent and dependent variables. This particular study permits the measurement, controlling and manipulation of variables. This study gives utmost importance to the independent variable (IV) and dependent variable(DV), which are vital variables. Likewise, this hypothesis assumes a bond among the attitude, subjective norms and perceived behavioral control. Moreover, this chapter discussed how independent and dependent variables are related. The conceptual framework employed in this study is based on current findings from existing literature in addition to its own set of uniquely tailored objectives that encompass both independent and dependent variables.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

A methodology is a study of research, or more officially, a context for research. It is a logical framework that is coherent and based on viewpoints, beliefs, and values that direct research decisions. It includes what data is gathered where it is collected, how it is collected, and how it is evaluated. This was justified in terms of the research instrument, target population, sample size, sampling technique, and data collection. Additionally, descriptive statistics, reliability testing, and finally the correlation test will all be covered in this study. The appropriate methodology used in this study on the relationship between student's behavior towards fast food restaurant at Universiti Malaysia Kelantan (City Campus) that will be discussed.

3.2   RESEARCH DESIGN

To ensure the search and control of problem distribution, this will be used as a covert investigation (Md. Inaam Akhtar, 2016). This study uses quantitative methods since they are more suited to measuring and analyzing the study's objectives. Quantitative research collects data in digital form and analyses it using mathematical methods to assess problems or discover phenomena statistics (Oberiri Destiny Apuke, 2017). This is because it can precisely measure and analyses target concepts, like surveys, resolve ambiguities, and find concepts that could represent business opportunities.

This study's design combines how students behave when eating fast food in restaurants. Data for this study will be collected using individual, self-directed questionnaires and quantitative methods. Therefore, descriptive research at Universiti Malaysia Kelantan (City Campus) is focused on the relationship between the attitude, subjective norms, and perceived

behavioral control toward fast food in restaurants. The research questions and objectives can both be accomplished with the use of a descriptive study design.

3.3   TARGET POPULATION

A research target population that will be studied or treated is known as a population of interest. It is frequently inappropriate or impossible to recruit entire populations of interest in clinical studies. Instead, researchers collect a sample from the study's target population (Majid, 2018). In these cases, the objective of a research study is to generalize the results of the investigation from the sample to the relevant population.

The study population includes all students currently studying at UMK City Campus, University of Kelantan, Malaysia. The campus consists of multiple faculties such as the Faculty of Entrepreneurship and Business (FKP), the Faculty of Veterinary Medicine (FPV), and the Faculty of Hospitality, Tourism and Wellness (FHPK). Based on the academic management of the UMK City Campus, currently 6,237 students are divided into his three faculties. FKP has 3,495 students, FHPK has 2,518 students, and FPV has 224 students. The overall facility is the investigator population used in this research study. Therefore, all data obtained are highly suitable for use in this research study. This study target population 384 respondent that will be mixed faculties at Universiti Malaysia Kelantan (City Campus).

3.4   SAMPLE SIZE

The population count usually decides how large or small a sample should be. Four factors that impact sample size were pointed out by Salant and Dillman (1994). The factors that need consideration while determining estimates from a sample include acceptable levels for sampling errors; population size; diversity based on characteristics under consideration and identification of the smallest subgroup for which estimation is needed. Investigators concentrated on analyzing student perspectives regarding fast-food establishments. For populations containing over 3500 individuals, it is recommended to have at least a sample size of 384 as advised by Krejcie and Morgan's study in the year nineteen seventy.

Table 3.1 Table for determining sample size of a known population.

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—N is population size. S is sample size.

Source: Krejcie & Morgan, 1970

Table 3.1 Table for determining sample size of a known population.

Source: Krejcie & Morgan (1970)

3.5   SAMPLING METHOD

Wherever it's convenient, people are gathered for the sampling method to collect individuals. Market action research uses two types of sampling according to Fleetwood, D (2018). Those that involve probability and those that do not are the two types of sampling techniques available. The selection of individuals for research purposes through probability sampling involves random selection based on specific criteria. The sample representation is equally likely for every member with this selection criteria. Randomly selecting participants

using non-probability sampling, is how researchers choose participants in their studies. This sample technique lacks a predetermined or set selection process.

Pelz's definition in 2022 describes sampling as a method used in statistics where researchers select part of the larger group under study, called 'the sample', for making statistical observations and drawing conclusions about the whole group. The cost and time needed for data collection from the entire population are reduced through this process. Furthermore, inferring behavioral trends within distinct groups is a crucial aspect of conducting comprehensive social scientific research. Practical and financial limitations meant that studying the entire population was impossible. Observation and analysis require choosing a representative sample from the target group.

3.6   DATA COLLECTION

The use of standardized validated techniques in gathering precise insights for research purposes is what constitutes data collection according to Bhat, A's definition in 2022. A researcher can assess their hypothesis with the data they have collected. The primary and crucial stage, regardless of the area being studied, is generally gathering data. Data collection techniques differ across various fields of study based on the desired information.

Using a quantitative collection method, the researchers collected secondary data for this study via questionnaires and surveys. Quantitative data is considered more objective and reliable than qualitative data. Questionnaires are utilized in gathering data from chosen respondents who participate. Five segments namely A,B,C,D,E of the questionnaire will exist.

The questionnaire can also be attained in two languages; English or Malay. The ease of completing questionnaires is increased for participants as a result. The ability to analyze and compare collected information is made possible through use of a quantitive research methodology according to these researchers.

3.7   RESEARCH INSTRUMENT

The research instrument used in this research is a self-administered questionnaire. A self-administered questionnaire was a data collection in which the respondent read the survey question and recorded his or her answer without the presence of a trained interviewer (Hair, Black, Babin, Anderson, & Tatham, 2006). A questionnaire serves as an important tool to generate responses from the respondents because it is a cheaper way to gather data from potentially greater amounts of respondents.

Instruments for collecting, measuring, and analyzing the data relevant to the study objectives are known as research instruments. These instruments are generally used during medical sciences, sociology, and academia to evaluate customers, visitors, trainees, instructors, and employees, among many other things. Research instruments include interviews, tests, questionnaires, and inspections. Usually, the researcher has selected materials that are connected to the study approach.

The questionnaire for this study has five parts, A, B, C, D, and E. The questionnaire that was completed was designed to collect information for this investigation. The questionnaire was modified and expanded to cover the diverse backgrounds of the respondents. In order to avoid confusion, the questionnaire is written in two languages: English and Malay. The closed-ended questionnaire used for analysis consisted of conventional questions.

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The very first benefit of implementing this strategy is that it would be basic and easy to respond to. Secondly, responders required less time to complete the questionnaire as they did for the open-ended questionnaire (Foard et al., 2006). Closed- ended questionnaires are evaluation scales or are recognized as interval scales. Sekaran and Bougie (2009) indicate that interval scales enable researchers in a variety of statistical procedures related to data collecting, including calculating the strength of variances in individual preferences. As previously stated, each instrument in the study is developing and growing into five sections, with the Likert scale instrument being used to assess level of agreement.

Therefore, six instrument parts include Part A, B, C, D, and E for this analysis. Part A deals with the demographic profile of the respondents, Part B is behavior student towards fast food restaurant, Part C will cover questions about attitude factor, Part D respondent feedback about subjective norm factor and Part E is question about perceived behavioral control factor. The Likert scale will be used to measure opinions, preferences, and attitudes. According to Ogden and Lo (2012), Likert's form or frequency scale uses a defined response format and attitudes, or opinions, are being tested. a 10-point Likert scale will be used for this research. The 5-point Likert is shown below.

Strongly Disagree   Strongly Agree

        1   2   3   4   5
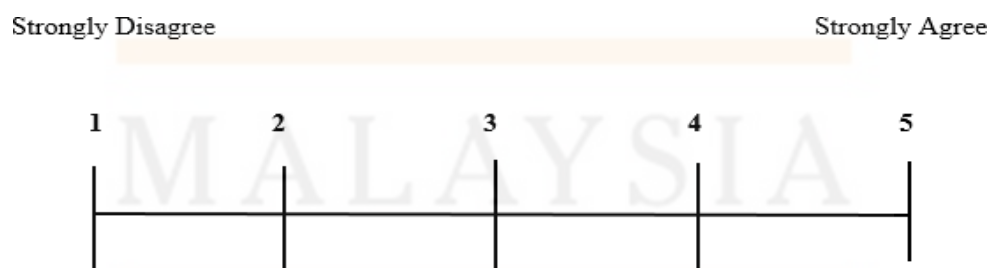
Figure 3.2: Likert scale

Strongly Disagree	Strongly Agree
1	5

Table 3.3: Source of Measurements

Variable	**Source of Measurements Item**
Student's Behavior Towards Fast Food Restaurant	Ergin and Akbay (2012)
Attitude	Ariffin et al., (2021)
Subjective Norms	Ariffin et al., (2021) Bîlbîie et al., (2021)
Perceived Behavioral Control	Ariffin et al., (2021)

3.7.1 STUDENT'S BEHAVIOR TOWARDS FAST FOOD RESTAURANT

Student's behavior towards fast food is the most unhealth for daily intake. Students interact with Table 3.4 as one of the statements.

Table 3.4: Item to measure the student's behavior towards fast food restaurants

at Universiti Malaysia Kelantan (City Campus).

No	Statement
1.	I think fast food saves a lot of time in meal preparation.
2.	I prefer going to fast food restaurant due to their proximity.
3.	I prefer to choose a fast food restaurant because it is open until late at night.
4.	I think fast food is preferred because it it is very quick preparation.
5.	Fast food restaurants are very practical.

3.7.2   ATTITUDE

Attitude is the most important thing towards fast food restaurants. Attitude is the main

factor that guides and determines human behavior. Table 3.5 is one of the statements that will

be given to students about attitude factors.

Table 3.5: Item to measure the attitude and behavior of towards fast food restaurant.

No	Question
1.	I think fast food is very tasty.
2.	I think fast food is safe to eat.
3.	I think fast food has a lot of calories.
4.	I think fast food restaurant have a fast service.
5.	I think fast food restaurant are easily accessible near me.
6.	I think that fast food restaurant provides fun environment.

3.7.3 SUBJECTIVE NORMS

One of the key elements that encourages student's behavior towards fast food restaurant is the subjective norms. Table 3.6 is one of the statements that will be given to students about subjective norms.

Table 3.6: Item to measure the subjective norms and behavior towards fast food restaurant.

No	Question
1.	I will eat fast food because of pressure from my friend.
2.	If I were an easygoing person, I will be more easily convinced to eat fast food.
3.	I will follow those close to me to eat fast food regularly.
4.	I would visit fast food restaurants if it helped me fit in with my social group better.
5	I am interested in the menu promotions that are often posted on social media.

3.7.4 PERCEIVED BEHAVIORAL CONTROL

Perceived behavioral control also important in student's behavior towards fast food restaurant. Table 3.7 is one of the statements that will be given to students about the perceived behavioral control.

Table 3.7: Item to measure the perceived behavioral control and behavior towards fast food restaurant.

No	Question
1.	I can take the decision independently to buy fast food.
2.	I have the financial capability to buy fast food.
3.	I have the time to go shopping to buy fast food.
4.	I have complete information and awareness regarding where to buy fast food.
5.	Fast food is readily available in the location where I reside.

3.8   DATA ANALYSIS

All the data have been assembled, and they have been turned into information that is helpful. Additionally, only the detailed and complete surveys will be examined out of the 200 copies that were delivered. In this study, to analyze the data, SPSS software version 20.0 is employed. There are numerous attributes. Such as the appropriate descriptive statistics, reliability test, and others in the SPSS for the analysis of statistical data. There are several linked steps in the data analysis stage. Methods that will be used to condense and restructure the data into relevant details (Zikmund, 2003).

3.8.1   DESCRIPTIVE STATISTIC

Descriptive analysis according to Aaker, Kumar, and Day (2007), identifying and listing the important characteristics of the data collected from the respondents. It describes basic properties such as frequency distribution, measures of central tendency (mean, median and mode), measures of dispersion (range, standard deviation, and coefficient of variance), and measures of shape, it deals with basic data transformations (skewness).

A frequency distribution is a division in mathematics that counts the percentages of responses attributable to various values of a single variable. Frequency is a way of representing the values of different categories of a single categorical variable in terms of percentages and figures. The only categorical variable used in its measurement is one with a nominal or ordinal scale (Zikmund, 2003).

Frequencies from this study are often derived from nominal factors like gender, education level, current academic year, favorite fast food joint, and so on. Monthly income level, frequency of fast-food restaurant visits, and other ordinal data are also used to calculate frequencies. The results are seen as tables of frequency counts, percentages, and cumulative percentages for all values associated with the variable are generated when the variable's frequency is divided by it (Malhotra et al., 2006).

3.8.2   RELIABILITY TEST

One of the important stages in research is reliability; it can help in evaluating the quality in terms of consistency, stability, and comparability of each reliability. There are many techniques, including tests, intra-rater, inter-rater, split half, and between formulas such as Kuder Richardson's formula, Cronbach's alpha, Karl Pearson's Correlation formula, etc. A researcher must be familiar with formulas and the need to use certain approaches. It also serves as a basis for proper methods for evaluating the quality of tools and questionnaires.

Cronbach's alpha was used in this research. It is a useful test for determining the internal consistency or reliability of composite scores. We have a simple approach to determine score reliability due to Cronbach's alpha. It is used with the understanding that there are multiple objects measuring the same underlying construct. Therefore, the Happiness Survey may consist of five questions, each of which will raise a different question but, when added together, can be considered as measuring happiness in its entirety Moran M (2021).

Table 3.8: Rule of thumb about Cronbach's alpha

Alpha coefficient range	Strength of association
0.9	Excellent
0.8 to < 0.9	Very Good
0.7 to < 0.8	Good
0.6 to < 0.7	Moderate
<0.6	Poor

According to table 3.8, the relationship is weak when the coefficient is less than 0.6, but moderate when the value is between 0.6 and less than 0.7. A measurement of 0.7 or less and less than 0.8 indicates good strength. Hence, very good relationship strength is indicated by coefficients that are 0.8 and less than 0.9. An exceptional excellence is indicated by a Cronbach's Alpha coefficient of 0.9.

3.8.3 CORRELATION TEST

According to James E, 2023, correlation analysis is a statistical method used to determine whether there is a relationship between two variables or sets of data and the strength of that relationship. In research, correlation analysis is used to check for significant links, patterns or trends in quantitative data collected through research methods such as surveys and polls. The primary goal of correlation analysis is to identify patterns in a data set. When two variables are positively correlated, they grow together, however when they are negatively correlated, one variable decreases as the other grows. In this study, we use Pearson Correlation coefficient.

Table 3.9: Rule of thumb about Correlation Coefficient

Coefficient rage	Strength of association
±0.91 to ± 1.00	Very strong
±0.71 to ± 0.90	High
±0.41 to ± 0.70	Moderate
± 0.21 to ± 0.40	Small but definite relationship
± 0.00 to ± 0.20	Slight, almost negligible

3.9   **SUMMARY**

In conclusion, this chapter has detailed and explained the approach to be used for our research study. This topic also covers the following areas such as study design, target population, sample size, sampling methods, data collection, research instruments, data analysis, descriptive statistics, reliability tests and correlation tests.

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CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

The results of the research will be covered in this chapter. At Universiti Malaysia Kelantan (City Campus), the data analysis is necessary to examine students' behavior towards fast food restaurants. Survey method was used to obtain the data. The total of respondents was 385 collected. Other than that, this chapter also shows the result of descriptive analysis (descriptive frequency and statistic), reliability analysis (Cronbach's alpha) and inferential analysis Pearson Correlation to see the relationship between independent variables (IV) and dependent variable (DV).

4.2 DESCRIPTIVE FREQUENCY

The basic descriptive analysis includes frequency, percentage (%) and cumulative percentage (%). The data obtained from section A of the questionnaire, which is about demographic respondent profile such as gender, age group, marital status, race, religion, faculty, year of study and state of origin. The data will be present in the table and pie chart.

4.2.1 Gender

Based on Table and Figure 4.1 shows the data for gender of respondents. From the total of 385 respondents, 142 respondents were male with the total percentage of 36.9 percent. For female respondents, there were 243 with the total percentage of 63.1 percent. Through the data, the higher number of participants to answer the survey were female and it can be concluded that female respondents were more willing to answer the survey instead of male respondents.

Table 4.1: Number of Respondents by Gender

	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	142	36.9	36.9

Female	243	63.1	100
Total	385	100	

Gender/Jantina
385 responses

63.1%

36.9%

● Male/ Lelaki
● Female/ Perempuan
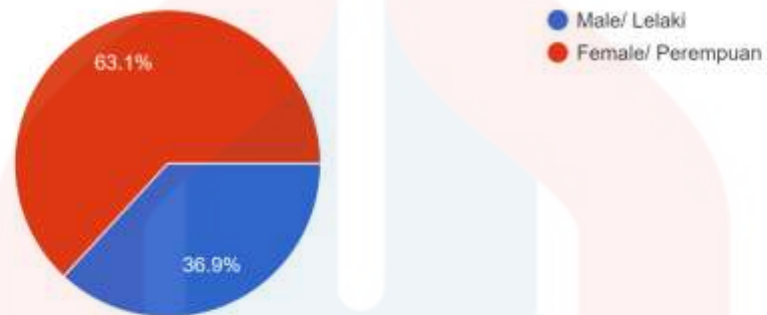
4.2.2 Age Group

Table and Figure 4.2 show the number of respondents by different age groups. From the 385 respondents have been collected, respondents who consists of 18 - 20 years old were 22 (5.7%) respondents followed by 21 - 23 years old were 279 respondents (72.5%), 24 - 26 years old were 73 respondents (19%), 27 - 29 years old were 11 respondents (2.9%) and other were no one. From the data, the highest age group who have been contributing to the research are from 21 - 23 years old were 279 respondents (72.5%) and the lowest age group are others.

Table 4.2: Number of Respondents by Age Group

	Frequency	Percentage (%)	Cumulative Percentage (%)
18 - 20 years old	22	5.7	5.7
21 - 23 years old	279	72.5	78.2
24 - 26 years old	73	19	97.1
27 - 29 years old	11	2.9	100
Total	385	100	
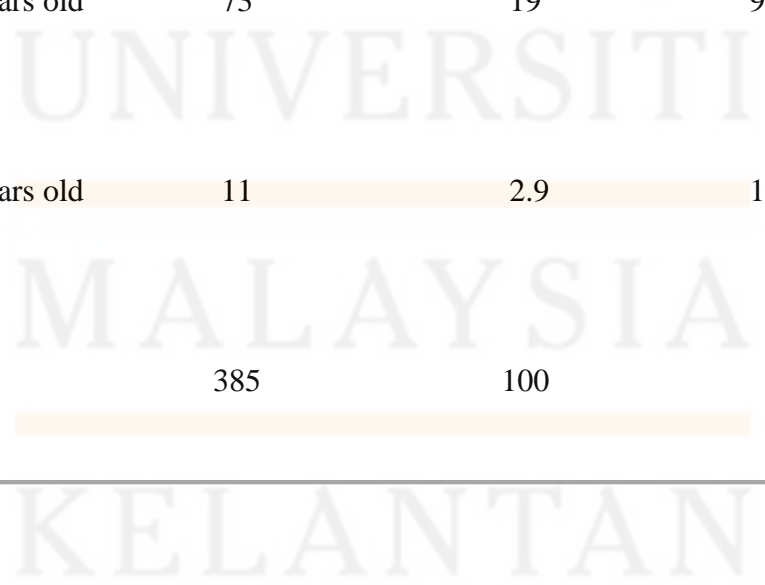
Age Group/ Kumpulan Umur
385 responses

- ● 18 - 20 years old / 18 - 20 tahun
- ● 21- 23 years old / 21 - 23 tahun
- ● 24 - 26 years old / 24 - 26 tahun
- ● 27 - 29 years old / 27 - 29 tahun
- ● Others
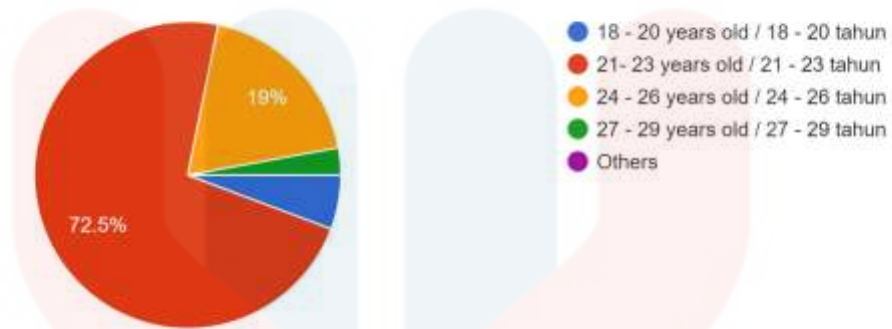
4.2.3 Marital Status

Table and Figure 4.3 shows the respondents data analysis based on the marital status. The number of respondents with single status was 363 respondents (94.3%) which is the highest result of data. Out of 363 respondents who are married status were 22 respondents with 5.7 % value.

Table 4.3: Number of Respondents by Marital Status

	Frequency	Percentage (%)	Cumulative
			Percentage (%)

Single	363	94.3	94.3
Married	22	5.7	100
Total	385	100	

Marital Status/ Status Perkahwinan
385 responses

94.3%

● Single/ Bujang
● Married/ Berkahwin

4.2.4 Race

Table and Figure 4.4 shows the number of respondents by different types of races. From 385 respondents have been collected, respondents who consist of Malay were 269 respondents followed by Indian and Chinese who have same total of respondents which is 51 (13.2%) respondents and other were 14 (3.6%) respondents. From the data, the highest race who have contributed to the research are Malay 269 (69.9%) respondents and the lowest race are other 14 respondents (3.6%) in Universiti Malaysia Kelantan (City Campus).

Table 4.4: Number of Respondents by Race

	Frequency	Percentage (%)	Cumulative Percentage (%)
Malay	269	69.9	69.9
Indian	51	51	83.1
Chinese	51	51	96.4

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Others	14	3.6	100
Total	385	100	

Race/ Bangsa
385 responses

- Malay/ Melayu
- Indian/ India
- Chinese/ Cina
- Others

13.2%

13.2%

69.9%
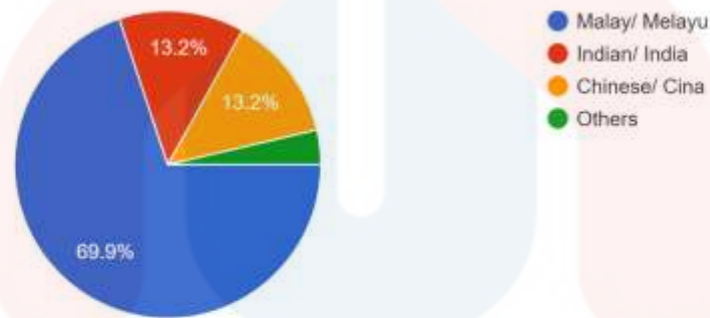
4.2.5 Religion

Based on Table and Figure 4.5 shows the data for religion of respondents. From the total of 385 respondents, 272 respondents were Islam with a total percentage of 70.6 %. Next is Hindu were 51 respondents with a total percentage 13.2%, buddha were 30 respondents with a total a percentage of 7.8% and lastly where others were 32 respondents with a total percentage 8.3%, Through the data, the higher number of participants to answer the survey were from Islam 70.6 % and the lowest number of participants were from buddha 7.8%.

Table 4.5: Number Respondents by Religion

	Frequency	Percentage (%)	Cumulative Percentage (%)
Islam	272	70.6	70.6
Hindu	51	13.2	83.9
Buddha	30	7.8	91.7
Others	32	8.3	100
Total	385	100	

Religion/ Agama
385 responses

- Islam
- Hindu
- Buddha
- Others

13.2%

8.3%

70.6%
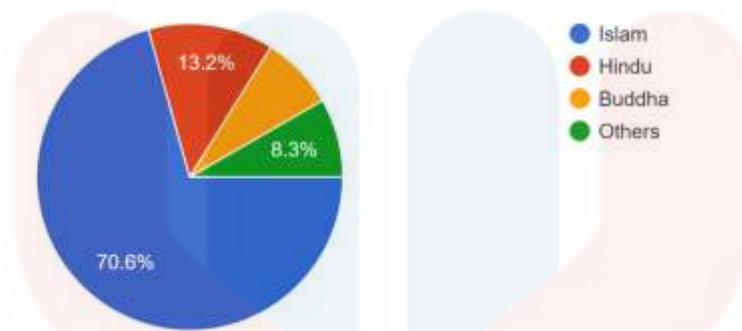
4.2.6 Faculty

Table and Figure 4.6 show the faculty of 385 respondents. From the data it shows the various faculty that we have. Among these four faculties, the highest number of respondents were from the Faculty of Hospitality, Tourism and Wellness (180 respondents) with the number of percentages 46.8%. The second highest number of respondents were from the Faculty of Entrepreneurship and Business (113 respondents) with the number of percentages 29.4%. Followed by the Faculty of Data and Computer Science (48 respondents) with the number of percentages 12.5% and the lowest number of respondents were from the Faculty of Veterinary Medicine (44 respondents) with the number of percentages 11.4%.

The reason why respondents from the Faculty of Hospitality, Tourism and Wellness is the highest number of respondents is because most students in Universiti Malaysia Kelantan (City Campus) were from this faculty and more than others.

Table 4.6: Number of Respondents by Faculty

	Frequency	Percentage (%)	Cumulative Percentage (%)
Faculty of Hospitality, Tourism and Wellness	180	46.8	46.8
Faculty of Entrepreneurship and Business	113	29.4	76.1
Faculty of Veterinary Medicine	44	11.4	87.5
Faculty of Data and Science Computer	48	12.5	100

Total	385	100

Faculty/ Fakulti
385 responses
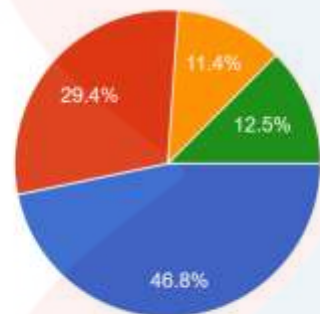
- Faculty Of Hospitality, Tourism and Wellness / Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (FH...
- Faculty of Entrepreneurship and Business / Fakulti Keusahawanan dan Perniagaan (FKP)
- Faculty of Veterinary Medicine / Fakulti Perubatan Veterinar (FPV)
- Faculty of Data and Computer Science / Fakulti Sains Data dan Komputeran (F...

4.2.7 Years of Study

Table and Figure 4.7 show the number of respondents for years of study. From the data above, 234 respondents (60.8%) out of 385 respondents were from Year 3. This is because most respondents of this study were from Year 3, and they have many contacts and time to answer this survey. Hence, the respondents of years of study from Year 1 are not less high than others which is 55 respondents (14.3%), followed by Year 2 showing the number of respondents were 51 respondents (13.2%) and Year 4 showing the number of respondents were 41 respondents (10.6%). The lowest number of respondents for years of study from Year 5 were 4 respondents (1%).

Table 4.7: Number of Respondent by Years of Study

	Frequency	Percentage (%)	Cumulative Percentage (%)
Year 1	55	14.3	14.3
Year 2	51	13.2	27.5
Year 3	234	60.8	88.3
Year 4	41	10.6	99
Year 5	4	1	100
Total	385	100	

Years of Study / Tahun belajar

385 responses

- Year 1 / Tahun 1
- Year 2 / Tahun 2
- Year 3 / Tahun 3
- Year 4 / Tahun 4
- Year 5 / Tahun 5

60.8% 10.6% 14.3% 13.2%
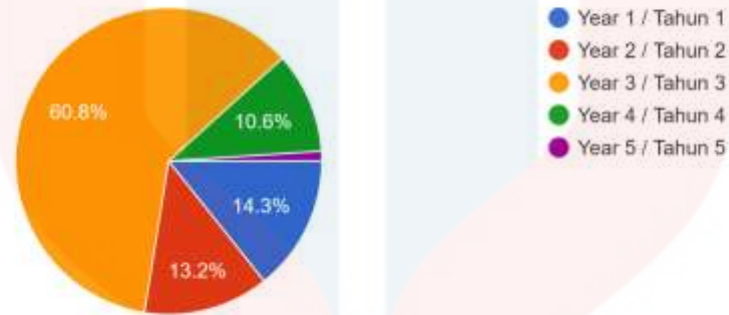
4.2.8   State of Origin

Table and Figure 4.8 show the data of the state of origin. The data showed from 385 respondents, 125 respondents with the number of percentages 32.5% were from the East Region (Kelantan, Terengganu, and Pahang). The second highest respondents were from the West Region (Melaka, Perak, Selangor, and Wilayah Persekutuan) 115 respondents with the number of percentages 29.9% followed by the North Region (Perak, Kedah and Pulau Pinang) 64 respondents with the number of percentages 16.6%. Next, the state of origin from the South Region (Negeri Sembilan and Johor) were 56 respondents with the number of percentages 14.5% and the number of respondents from Borneo were 24 respondents at 6.2% while the lowest number of respondents were from overseas 1 respondent 0.3%.

Table 4.8: Number of Respondents by State of Origin

	Frequency	Percentage (%)	Cumulative Percentage (%)
East Region (Kelantan, Terengganu & Pahang)	125	32.5	32.5
West Region (Melaka, Perak, Selangor & Wilayah Persekutuan)	115	29.9	62.3
South Region (Negeri Sembilan & Johor)	56	14.5	76.9
North Region (Perlis, Kedah & Pulau	64	16.6	93.5

Pinang)

Borneo (Sabah & Sarawak)	24	6.2	99.7
Overseas	1	0.3	100
Total	385	100	

State of Origin / Negeri asal
385 responses

- East Region / Wilayah Timur (Kelantan, Terengganu, Pahang)
- West Region / Wilayah Barat (Melaka, Perak, Selangor, Wilayah Persekutuan)
- South Region / Wilayah Selatan (Negeri Sembilan, Johor)
- North Region / Wilayah Utara (Perlis, Kedah, Pulau Pinang)
- Borneo (Sabah , Sarawak)
- Overseas

4.3   DESCRIPTIVE STATISTIC

This section shows the descriptive statistics for each variable in Sections B (IV) and C (DV). The obtained data, along with the mean, minimum, maximum, and standard deviation (Std Deviation), will be shown in a table. A five-point Likert scale, with values ranging from strongly disagree to strongly agree, was used to evaluate each variable. In that case, the responses would be 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree).

4.3.1   Attitude

Table 4.9 provides the descriptive statistics for the independent variable that is related to attitude. To describe the data, the mean value and standard deviation will be used. The items Q3 and Q5, which had a combined score of 4.29, had the highest same mean value. The respondents agreed that there are many fast food restaurants nearby and that fast food contains a lot of calories. The respondents also agreed that fast food is very tasty, and the item Q1 has the second-highest mean with a total mean of 4.23. Following the data gathered, the item Q6 has the third-highest mean with a total mean of 4.16. Item Q2 had the lowest mean value, 3.62 overall. However, all respondents still agree that fast food gives a high influence on an individual's attitude. This is because students now prefer to find fast food because of the attitude of students who want something easy to eat and save time in preparing it. This is stated by (Dunn et al., 2008) as indicating widespread knowledge of the high fat content of fast food which, together with a general appreciation of its taste and convenience, implies that consuming fast food is likely to lead to ambivalence for many people. Other than that, eating fast food is also quite easy to access in the area near the university. It has become the main

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choice for students who do not have time to cook or think about other food other than fast food options.

Table 4. 9: Descriptive Statistics of Attitudes

	Item Description	N	Mini	Max	Mean	Std. Deviation
Q1	I think fast food is very tasty.	385	1	5	4.23	0.858
Q2	I think fast food is safe to eat.	385	1	5	3.62	0.958
Q3	I think fast food has a lot of calories.	385	1	5	4.29	0.932
Q4	I think fast food restaurant have a fast	385	1	5	4.19	0.850

service.

Q5	I think fast food restaurant are easily accessible near me.	385	1	5	4.29	0.819
Q6	I think that fast food restaurant provide fun environment.	385	1	5	4.16	0.885

4.3.2 Subjective Norms

The mean and standard deviation for the item used to assess the subjective norms are displayed in Table 4.10 above. There were six (6) questions but one of the questions is not valid for the data. The items of Q5 have been measured, and the highest mean value is 4.15, which is the statement "I am interested in the menu promotions that are often posted on social media". The data analysis reveals that the respondents' responses ranged only from strongly disagree to neutral. Item Q3 had the second-highest mean with a total score of 3.75, respondents also agreed that they would visit fast food restaurants if it helped fit in with my social group. Items in Q4 had a mean value 3.73 and respondents agreed with the statement "I will follow those close to me to eat fast food regularly". Items for Q2 represent the lowest mean for the

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descriptive statistic of subjective norms with a total 3.72. Item Q1 seen invalid data calculations due to pressure from friends does not lead to changes in student behavior. This data also found that students are very easy with advertising or promotion from fast food restaurants. In addition, Q5 gets the highest respondents because the promotions that are always there attract the attention of students to try besides the probability of getting a reasonable price. Based on (Bipasha & Goon, 2014) explains that the results can be seen when the intake of fast food among students is 98.5%, and 43.3% of their pocket money is spent on its purchase. Important factors for preference for fast food include good taste, easy accessibility, increased convenience, and pocket-friendly nature.

Table 4.10 Descriptive Statistic of Subjective Norms

	Item Descriptive	N	Min	Max	Mean	Std. Deviation
Q2	If I were an easy going person, I will be more easily convinced to eat fast food.	385	1	5	3.72	1.199
Q3	I would visit fast	385	1	5	3.75	1.011

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food restaurants if it

helped me fit in with

my social group.

Q4	I will follow those close to me to eat fast food regularly.	385	1	5	3.73	1.109
Q5	I am interested the menu promotions that are often posted on social media.	385	1	5	4.15	0.926

4.3.3   Perceived Behavioral Control

Table 4.11 above shows the mean and standard deviation for the item used to measure the perceived behavioral control. Q5 recorded the highest mean value of 4.28 where respondents agreed that fast food is readily available in the location where I reside. This is because fast food restaurants that are available in the university area such as MCD, KFC, Dominos and so on. It has become the focus of students' selection. In addition, they also do not have to bother to move because they can take orders through the fast food restaurants apps. The lowest mean value for the perceived behavioral control items was Q2 which is 3.99 where

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the most respondents agreed if "I have the financial capability to buy fast food. For item Q1 stated the mean value 4.26 which is the second highest and respondents strongly agree that the statements of "I can take the decision independently to buy fast food". For the item Q3 and Q4 mentioned the mean value 4.04 and 4.14 with the agreed statement "I have the time to go shopping to buy fast food" and "I have complete information and awareness regarding where to buy fast food". Overall, it is truth that perceived behavioral control give prone effect to Universiti Malaysia Kelantan's student.

Table 4.11 Descriptive Statistics of Perceived Behavioral Control

	Item Description	N	Mini	Max	Mean	Std. Deviation
Q1	I can take the decision independently to buy fast food.	385	1	5	4.26	8.854
Q2	I have the financial capability to buy fast food.	385	1	5	3.99	0.829

Q3	I have the time to shopping to buy fast food.	385	1	5	4.04	0.884
Q4	I have complete information and awareness regarding where to buy fast food.	385	1	5	4.14	0.864
Q5	Fast food is readily available in the location where I reside.	385	1	5	4.28	0.779

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4.3.4 Behavior Toward Fast Food Restaurant

The mean and standard deviation for the item used to measure the dependent variable, which is behaviour towards fast food restaurants, are displayed in Table 4.12 above. There were five items in the data, and Q1 (with a mean of 4.31 and the statement "I think fast food saves a lot of time in meal preparation") had the highest mean. With a total score of 4.17 for item Q4, which had the second-highest mean, respondents also agreed that fast food was preferred due to its incredibly quick preparation. Items in Q5 had a mean value 4.04 and

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respondents agreed with the statement "Fast food restaurants are very practical". Items for Q2 represent the lowest mean for the descriptive statistic of perceived behavioral control with a total 3.86 which are the statement "I prefer going to fast food restaurants due to their proximity. Item Q3 with the statement "I prefer to choose a fast food restaurant because it is open until late at night are gets the mean 4.06.

Table 4.12: Descriptive Statistics of Behavior Toward Fast Food Restaurant

	Item Description	N	Mini	Max	Mean	Std. Deviation
Q1	I think fast food saves a lot of time in meal preparation.	385	1	5	4.31	0.787
Q2	I prefer going to fast food restaurants due to their proximity.	385	1	5	3.86	0.918
Q3	I prefer choose	385	1	5	4.06	0.932

	a food fast restaurant because it is open until late at night.					
Q4	I think fast food is preferred because of it very quick preparation.	385	1	5	4.17	0.898
Q5	Fast food restaurants are very practical.	385	1	5	4.04	0.801

4.4   RELIABILITY TEST

In this study, student behaviour towards fast food restaurants is assessed using three key factors: attitude, subjective norm, and perceived behavioural control. The accuracy and internal consistency of the data were examined using Cronbach's Alpha analysis. Table 4.4.1 states that the coefficient range between 0.6 and 0.7 is regarded as poor, between 0.6 and 0.8 as moderate, between 0.7 and 0.8 as good, between 0.8 and 0.9 as extremely good, and between 0.9 and 1.0 as excellent.

Table 4.4.1 Rule of thumb about Cronbach's alpha

Cronbach's alpha	Internal consistency
0.9	Excellent
0.8 to < 0.9	Very Good
0.7 to < 0.8	Good
0.6 to < 0.7	Moderate
<0.6	Poor

Table 4.12, which provided the Cronbach's alpha coefficient results for the study's independent and dependent variables, was based on this table. All variables were above the value of 0.8, and it can be inferred that the outcome is accurate.

There were 6 questions that used to see the attitude of student behavior toward fast food restaurants. Table 4.12 showed the Cronbach alpha result for this question is 0.862 which is the result is particularly good and reliable. Next, there were 5 questions that used to see the subjective norm of students toward fast food restaurants. For information, only 4 questions are in the table. It is because one of the questions does not give any effect for the subjective norm of student behavior toward fast food restaurants. So, the Cronbach's alpha result in this question is 0.810 which is the result is very good and reliable. Then, there were five questions to see the

perceived behavioral control of students toward fast food restaurants. The Cronbach' alpha result in this question is 0.887 and it is exceptionally good and reliable. Lastly, there were five questions to see student behavior toward fast food restaurants. The Cronbach's alpha result for this question is 0.884 which is also incredibly good, and it is reliable.

To sum up, the fact that the ratio of independent to dependent variables is greater than 0.8 indicates the validity of each questionnaire. All of the questionnaires have positive correlations and strong associations, which turn them into factors that affect how students behavior towards fast food restaurants.

Table 4.12 Result of reliability of Cronbach's alpha for independent variable and dependent variables

Variable	Number of item	Cronbach alpha	Strength of association Coefficient
Attitude	6	0.862	Very good
Subjective norm	4	0.810	Very good
Perceived	5	0.887	Very good

behavioral control

Behavior toward			
Fast food Restaurants	5	0.884	Very good

4.5   PEARSON CORRELATION ANALYSIS

Table 4.13 showed the result of the correlation among attitude, subjective norm, perceived behavioral control and student behavior toward fast food restaurants.

4.13 Result of Pearson Correlation Analysis

	Attitude	Subjective Norm	Perceived Behavioral Control	Student Behavior Toward Fast Restaurant
Attitude	1	0.651	0.754	0.762

Subjective norm	0 .651	1	0.679	0.672
Perceived Behavioral Control	0.754	0.679	1	0.724
Student Behavior Toward fast food Restaurant	0.762	0.672	0.724	1

Source: Hair Jnr, Money, & Samouel (2007)

Table 4.13 shows the result of the correlation among independent variables and dependent variables by using Pearson's correlation coefficient. According to the table above, the attitude and behavior toward fast food restaurants has a high association correlation, r = 0.762. Based on Hair Jnr, Money, & Samouel (2007), the correlation coefficient indicated a high correlation between attitude and behavior toward fast food restaurants

Next, the second correlation that showed in table 4.13 indicated the value of subjective norm and behavior toward fast food restaurants' intentions r = 0.672. According to the rule of thumb of correlation coefficient strength of association in table 3.9, that value shows a

moderate strength of association. In addition, the results in Table 4.13 show that the correlation (r) value is 0.724. Based on rules of thumb, the value indicated a high strength of association correlation between perceived behavioral control and behavior toward fast food restaurants.

To summarize, all independent variables such as attitude, subjective norm, and perceived behavioral control are significantly positively correlated with behavior toward fast food restaurants.

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVE

Pearson's Correlation Analysis was used to test the hypothesis about significant relationships such as attitude, subjective norm, perceived behavioral control, and behavior toward fast food restaurants. Between all hypotheses above, the attitude of the component states the highest at $r = 0.762$, $p = < 0.01$. Then, it is followed by perceived behavioral control at $r = 0.724$, $p = < 0.01$ and the subjective norm is the moderate in strength of association which is $r = 0.672$, $p = < 0.01$ that is related to student behavior toward fast food restaurants. As a result, at a 0.01 significance level, all hypotheses' states were accepted. Table 4.14 summarizes the hypothesis testing in this study.

Table 4.14 Summary for hypothesis testing

Hypothesis	Pearson correlation result	
H1	There is significance relationship between the attitude and behavior towards fast food restaurant.	$r = 0.762, p = < 0.01$	Supported
H2	There is a significance relationship between the subjective norms and behavior towards fast food restaurant.	$r = 0.672, p = < 0.01$	Supported
H3	There is a significance relationship between the perceived behavioral control and behavior towards fast food restaurants.	$r = 0.724, p = < 0.01$	Supported

CHAPTER 5

CONCLUSION

5.1   INTRODUCTION

This chapter discusses the recapitulation of the findings between attitude, subjective norm, and perceived behavioral control. In addition, this chapter presents the limitations and recommendations for future studies.

5.2   RECAPITULATION OF THE FINDINGS

5.2.1   ATTITUDE

The first research objective along with its relevant inquiries as well as Hypothesis One (Hypothesis One) is shown in Table five dot one; it suggests a meaningful connection among the attitudes of people regarding quick-service eateries and their conduct. Pearson Correlation Analysis presented in Table 4.13 reveals that there is a high positive association between attitude as an independent factor and behavior towards fast-food enterprises as its reliant counterpart. Accordingly, H1 is affirmed. The Pearson correlation value is what is being referred to. A positive correlation relationship between attitude and behavior towards fast food restaurants is evident from the r-value of 0.762.

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Table 5.1 Research Objective 1, Research Question 1 & Hypothesis 1.

No	Research Objective (RO)	Research Question (RQ)
1	To identify the relationship between the attitude and student's behavior toward fast food restaurants.	What is the relationship between the attitude and student's behavior toward fast food restaurants?

H1: There is a significant relationship between attitude and student behavior toward fast food restaurants.

In the selection process of a fast food restaurant according to a study, individuals consider factors like nutritional profile, vendor identification and distance from home. Restaurant's physical ambiance holds equal importance as that of its food quality nowadays. Meal quality and value of selected food are considered to be the top two restaurant qualities.

People commonly visit restaurants because of the food's quality and type. Similar to other factors, both restaurant's atmosphere and ambiance also impacted this decision. It researched five criteria. The food's quality, menu variety, price, atmosphere and convenience are noteworthy. The deciding factor in selecting a fast-food restaurant is how good their food tastes. Easy access to fast food restaurants impacts college students' attitude towards eating in these establishments due to their lack of time for cooking. Besides, the hike in costs of items incites trainees to cook for themselves.

In conclusion, the research objective of finding out the relationship between students' attitude and behavior towards fast food restaurants was achieved. The research question "What is the relationship between students' attitude and behavior toward fast food restaurants?" was answered.

5.2.2   SUBJECTIVE NORM

The second research objective, research question, and hypothesis H2 in Table 5.2 indicate a significant relationship between behavior towards fast food restaurants and subjective norm. Pearson correlation analysis results in Table 4.13 indicate a moderate correlation between subjective norm as a first independent variable and behavior towards fast food restaurants as a dependent one. Hence, H2 is endorsed. The Pearson correlation value is what is being referred to. Behavior towards fast food restaurants and subjective norm have a positive correlation, which the r-value of 0.672 confirms.

Table 5.2 Research Objective 2, Research Question 2 & Hypothesis 2.

No	Research Objective (RO)	Research Question (RQ)
1	To identify the relationship between the subjective norm and student's behavior toward fast food restaurants.	What is the relationship between the subjective norm and student's behavior toward fast food restaurants?

H2: There is a significant relationship between subjective norms and student behavior toward fast food restaurants.

The influence of subjective norms results in students consuming fast food restaurants. Both knowledge and social pressure influenced students' intentions to eat fast food. If students possess important knowledge about nutrition, particularly fast food. Their strong inclination was towards picking a fast food outlet and having their meal there. It was found that students had insufficient and inaccurate knowledge regarding food, which might impact their attitudes or plans towards fast food establishments.

As a conclusion, the research objective to investigate how students' subjective norms influenced their behavior towards fast food restaurants was met. The relationship between subjective norm and students' behavior toward fast food restaurants has been addressed.

5.2.3 PERCEIVED BEHAVIORAL CONTROL

The third research objective along with corresponding question and hypothesis is depicted in Table number five point three. H3 has forecasted that there is a noteworthy connection between perceived behavioral control and behavior directed towards fast food restaurants. Pearson's correlational analysis demonstrates that there exists a significant positive relationship between perceived behavioural control as an independent factor and behaviour towards quick service eateries as a reliant factor, which can be observed from table 4.13. Therefore, H3 is approved. Perceived behavioral control and behavior towards fast food restaurants have a positive correlation relationship, as evidenced by an r-value of 0.724 with the Pearson correlation value referring to this.

Table 5.3 Research Objective 3, Research Question 3 & Hypothesis 3.

No	Research Objective (RO)	Research Question (RQ)
1	To identify the relationship between the perceived behavioral control and student's behavior toward fast food restaurants.	What is the relationship between the perceived behavioral control and student's behavior toward fast food restaurants?

H3: There is a significant relationship between perceived behavioral control and student behavior toward fast food restaurants.

Intention and perceived behavioral control both predicted fast food consumption, according to Dunn et al. (2022), and perceived behavioral control directly affected fast food

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consumption. This aspect of our conclusions was supported by some research. Additionally, regression analysis in the Seo et al. study found a connection between fast food consumption and perceived behavioral control. According to Yarmohammadi et al. (2022), intention and perceived behavioral control can predict 6% of behavior. However, the study offers crucial details regarding the connections between behavioral intentions and TPB features.

In conclusion, the goal of the study was accomplished in identifying a link between students' attitudes towards fast food outlets and their perceptions of their level of behavioral control. This study provides a solution to the research question, "What is the relationship between perceived behavioral control and students' behavior towards fast food restaurants?".

5.3   LIMITATIONS OF THE STUDY

Fast food restaurants in Malaysia have experienced an unprecedented growth rate, becoming increasingly popular due to their quick service and perceived high quality. Customers are drawn not only to the wide range of products offered but also to the overall quality of food and services provided. Consequently, restaurants are placing greater emphasis on meeting the wants and needs of their customers. The objective of this study was to examine the relationship between students' attitudes, subjective norms, perceived behavioral control, and their behavioral intentions towards fast food restaurants. However, there are several limitations that should be noted, and not all the information obtained from this study may be applicable in the future.

It is important to highlight these limitations for future researchers who may reference this study. To gather data on students' behavior and intentions towards fast food restaurants, the researchers employed an online questionnaire. The method involved sharing Google forms through personal contacts and social networks. However, this approach presented challenges

in obtaining survey participation, as respondents often mistook it for a scam aimed at collecting personal information. This perception is influenced by the rising number of scams reported in Malaysia. When encountering a Google form on social media without knowledge of its source, people tend to ignore it due to potential negative experiences.

Another limitation of the study is the language barrier between the researcher and the respondents. As the participants in this study were Malaysian citizens, data collection through interviews was infeasible due to the extensive nature of such an approach. Therefore, the researchers solely relied on online surveys conducted through Google forms. This communication method, shared randomly, could lead to difficulties in effectively addressing any queries or clarifications from the respondents.

The final limitation of this study pertains to the variables considered. The study exclusively focused on three independent variables attitude, subjective norms, and perceived behavioral control and one dependent variable behavior towards fast food restaurants. Numerous factors can influence students' attitudes towards fast food, and there may be additional variables relevant to this study. However, due to limited resources and references, the researchers were constrained in their ability to include other independent variables in the research.

5.4   RECOMMENDATION

The researcher will propose recommendations that can benefit future research endeavors, leading to improved results and higher-quality outcomes. These suggestions can also assist students in securing employment at fast food restaurants.

In this particular study, the researcher focused on three variables: attitude, subjective norms, and perceived behavioral control (independent variable), and behavior towards fast food restaurants (dependent variable). The findings revealed a moderate positive correlation between the independent and dependent variables. To enhance their research, future investigators can introduce additional independent variables to uncover novel insights. Furthermore, this study did not extensively address the design of the fast food restaurant's website, which could influence behavior towards such establishments. Consequently, future research could explore new findings by examining respondents' preferences for direct booking through the official website or alternative platforms like GrabFood or Food Panda.

For forthcoming studies, it is strongly recommended that researchers continue utilizing quantitative methods instead of qualitative approaches to collect data from respondents. However, the researcher suggests administering face-to-face questionnaires to the participants. This recommendation arises from the fact that the current research employed social media as a means of questionnaire distribution, potentially introducing bias into the results. By conducting in-person interviews, the researcher can obtain additional information from the selected respondents and address any confusion or use of technical language in the questions.

Lastly, the participants in this study were chosen based on their selection of a fast food restaurant. The researchers propose that, in future studies, it would be more beneficial to select guests who have actually visited the restaurant and made a reservation to purchase fast food. This approach is advantageous because individuals who have spent time at the restaurant can provide a more comprehensive evaluation, having experienced the restaurant's atmosphere and services. By selecting an appropriate sample of respondents, the study's results will be more accurate.

5.5   SUMMARY

To summarize this chapter, all variables show a significant relationship with fast food restaurants. This shows that the variables have an impact on the consumption of fast food by students. In the descriptive analysis, reliability tests and correlation analysis, the variable reaches a value above 0.7, which means it is acceptable for the study. However, this limitation did not prevent us from obtaining data for the study to be conducted online. Finally, the suggestions given will be helpful for future studies in this field.

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