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**FACTORS THAT INFLUENCE UNIVERSITY  
STUDENTS' ATTITUDES  
TOWARDS FAST-FOOD CONSUMPTION IN  
MALAYSIA DURING THE RECOVERY PERIOD OF  
COVID-19**

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**Bachelor of Entrepreneurship (Hospitality)**

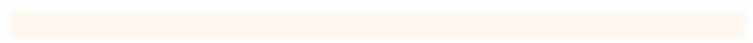
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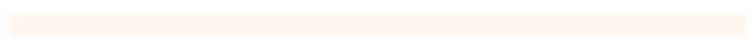
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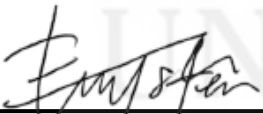
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## LIST OF SYMBOLS AND ABBREVIATIONS

### Abbreviations

WHO	World Health Organization
SOP	Standard Operating Procedure
KFC	Kentucky Fried Chicken
SPSS	Statistical Package for the Social Science

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## ABSTRACT

Fast food is a form of cuisine that can be prepared quickly and sold to customers at an affordable price. During the recovery period of Covid-19, the need for fast food may also be observed through changes in customer demand such as taste and lifestyle, which leads to the introduction of various new menus by fast food firms in order to suit customer demand. This also influences university students' attitudes regarding fast food consumption during the period. The research objective in this study is to examine the relationship between independent variables such as taste, time saving as well as promotion attractiveness and dependent variable on university students' attitudes towards fast food consumption during the recovery period of Covid-19. A survey was conducted by using online questionnaires via Google Form, involving 400 respondents of universities in Malaysia. The methodology used to analyse data obtained in this study included descriptive analysis, reliability analysis, and Pearson correlation analysis. The findings revealed that the three independent variables are significantly related to dependent variable. This study can help researchers to find out more about fast food and the information provided can be used as reference material in the future.

**Keywords:** *Attitudes, Covid-19, Fast Food, University Students.*

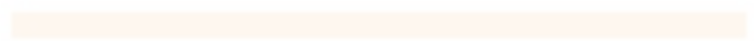
## ABSTRAK

Makanan segera merupakan satu bentuk masakan yang boleh disediakan dengan cepat dan dijual kepada pelanggan dengan harga yang berpatutan. Dalam tempoh pemulihan Covid-19, keperluan terhadap makanan segera juga boleh diperhatikan melalui perubahan permintaan pelanggan seperti citarasa dan gaya hidup, yang membawa kepada pengenalan pelbagai menu baharu oleh firma makanan segera untuk memenuhi permintaan pelanggan. Ini juga mempengaruhi sikap pelajar universiti mengenai pengambilan makanan segera dalam tempoh tersebut. Objektif kajian dalam kajian ini adalah untuk mengkaji hubungan antara pembolehubah tidak bersandar seperti rasa, penjimatan masa serta daya tarikan promosi dan pembolehubah bersandar terhadap sikap pelajar universiti terhadap pengambilan makanan segera semasa tempoh pemulihan Covid-19. Satu tinjauan telah dijalankan dengan menggunakan soal selidik dalam talian melalui Borang Google, melibatkan 400 responden universiti di Malaysia. Metodologi yang digunakan untuk menganalisis data yang diperolehi dalam kajian ini termasuklah analisis deskriptif, analisis kebolehpercayaan, dan analisis korelasi Pearson. Dapatan kajian menunjukkan bahawa ketiga-tiga pembolehubah tidak bersandar mempunyai hubungan yang signifikan dengan pembolehubah bersandar. Kajian ini dapat membantu pengkaji untuk mengetahui lebih lanjut tentang makanan segera dan maklumat yang diberikan boleh dijadikan bahan rujukan pada masa hadapan.

***Kata Kunci:*** *Tingkah Laku, Covid-19, Makanan Segera, Pelajar Universiti*



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## CHAPTER 1

### INTRODUCTION

#### 1.1 INTRODUCTION

The purpose of this research is to identify the factors that influence university students' attitudes towards fast-food consumption in Malaysia during the recovery period of Covid-19. This chapter begins by discussing the background of the study to introduce more about the topic. Next, it will discuss what is the problem statement for this research and explain more about the research objective and research question to state the research more clearly. It follows with the significance of the study, the definition of terms, and closed with a summary of the chapter.

#### 1.2 BACKGROUND OF STUDY

The fast-food industry is one of those industries that are prone to illness outbreaks, it can affect the company's brand, the shift in demand and the revenue (Kee et al., 2021). Kim et al. (2020), stated that the Covid-19 can give an impact on the economic condition of the fast-food industry as the number of customers is significantly reduced. The

pandemic also influences fast-food consumption and eating behaviour among young people. Covid-19 has been announced as a pandemic by the World Health Organization (WHO) because the Covid-19 quickly spread over the world. However, by the middle of 2021, the world began to recover, due to the discovery of a vaccine that could protect humans from Covid-19 disease and humans can start to do their routine daily life, as well as the economic sector also can work too by following the Standard Operating Procedure (SOP).

Malaysia is also going through a recovery process, where many economic sectors have started operating as normal. The fast-food restaurants and stores also operate as normal by following the SOP and people are allowed to dine-in and take-away too, for example, KFC, McDonald's, Pizza Hut, and so on. During and before the period of Covid-19, the fast-food industry is unique, this industry still can fulfil the demand for fast food products and it is growing up during the recovery period of Covid-19 (Chowdhury et al., 2020). This is because, the number of users of online delivery is increased during the period of Covid-19 (Núñez-Fernández et al., 2021).

Fast-food consumption in Malaysia is a growing phenomenon among all demographic groups especially, young people that focus on university students (Blešić et al., 2018) and the influence of western culture eating has become a trend among Malaysians such as burgers, French fries, pizza and fried chicken (Man et al., 2021). Life as a student is not easy, because they have a tight schedule of classes and they have to catch up on the due date of assignment, more to the situation right now, the student has to face fully online classes and this will cause influence university students' attitudes to choose fast-food meals because it is quickly prepared, cheap and save more time, more than ate clean meals.

Fast-food consumption among students is high (Mokhtar et al., 2020). The impact of innovative marketing methods used by fast food companies be the main attraction. The recent marketing strategy during the Covid-19 period is heavily dependent on the use of technology to fulfil customers' demands. As the Internet expands and becomes a trend, shopping apps like online delivery for purchasing fast food meals allow a user to view menus and get a special offer before making a choice. Furthermore, fast-food restaurant advertisers usually make fast food look healthy and this leads the consumers to be easily impressed (Gerritsen et al., 2021). Fast food can be defined as readily available, most option, tasty and reasonably priced (Xiao et al., 2018)

Based on the above-mentioned evolution and nature of fast-food consumption, the current study aims to investigate the factors that positively influence university students' attitude towards fast food consumption in Malaysia the during recovery period of Covid-19. In this study, the researchers will follow several studies by emphasizing the university students' attitudes as fast-food consumption and which fast food restaurant or store that university students preferred during the recovery period of Covid-19. The researchers also will explain more about the factors of research title and what is a research methodology that researchers use to get clearer and more convincing data to form the respondent. Lastly, at the end of this study, the researchers describe the findings of the study and make a conclusion based on the results of the study.

### 1.3 PROBLEM STATEMENT

The demand for fast food was unaffected but still high during the lockdown and persistent during the recovery from Covid-19 (Bakaloudi et al., 2021). According to the research, the consumer still can purchase fast food by using the online delivery, especially among young adults and the other factor like promotion influence consumers to buy the fast food. While fast food is becoming more popular among people of all ages, young adults continue to be the largest fast food consumers globally. Furthermore, it has become fashionable for young adults to eat fast food due to the influence of western eating habits (Saha et al., 2021).

Based on Shaharudin et al. (2011), the flavour of each food can become the satisfaction for fast food consumption. Each of food have its own taste, it can be salty, sweet or spices and it like a message that arrives with food and tells the consumer that it has high quality in comparison to the ingredients used in the food. Moreover, the taste of fast food can help influenced the student mood to study, especially during this pandemic because the student will feel stress with their schedule and their lifestyle. When the student feel stress they will find something to make they not stress and back to study again. Thus, the stress lifestyle can lead the university student as fast food consumption.

The impact of Covid-19 already changes the university student personal lifestyle because of their hectic schedule (Mokhtar et al., 2020). During era of Covid-19, university student start to study at home untill the recovery of Covid-19 there are a few university still proceed online class (Choi et al., 2021) and this thing cause some of student busy with their study until they not alert with their nutrian. With their hectic schedule, the student lifestyle had changes from eating health meal or homemade food to fast food,



because fast food is quick service and cheap. So, for student they did not have to cooked so long and such wait with their order.

#### **1.4 RESEARCH OBJECTIVE**

1. To identify the relationship between taste and university students' attitudes towards fast food consumption during the recovery period of Covid-19.
2. To examine the relationship between time-saving and university students' attitudes towards fast food consumption during the recovery period of Covid-19.
3. To illustrate the relationship between promotion attractiveness and university students' attitudes towards fast food consumption during the recovery period of Covid-19.

#### **1.5 RESEARCH QUESTION**

1. What is the relationship between taste and university students' attitudes towards fast food consumption during the recovery period of Covid-19?
2. What is the relationship between time-saving and university students' attitudes towards fast food consumption during the recovery period of Covid-19?
3. What is the relationship between promotion attractiveness and university students' attitudes towards fast food consumption during the recovery period of Covid-19?

## 1.6 SIGNIFICANCE OF THE STUDY

This study allows researchers to gain more in-depth knowledge. This is because future research will be able to find out what variables influence students as fast-food intake during the recovery period of Covid-19. From this study, researchers can review and use this research as their reference to do their research or to improve the quality of their research. Therefore, it can help researchers to work with the fast-food industry to find out the level of fast-food intake of students. Can be said that fast food has become students' favourite food because it is easy and quick to serve. This study also discusses the factors that influence students' attitudes towards fast food intake. This is because the objective of the study guides IV the title of the study is the factor of fast-food intake among especially in post covid 19.

Time, promotion and taste factors influence students' behaviour to consume fast food during the recovery period of Covid-19. This study aims to find out the factors of fast-food intake among students. This study also examines the extent to which time, taste and promotion factors influence students' attitudes in fast food intake. This research may be useful to continue research related to this issue.

Through this study, future researchers will be able to find out what variables influence students' attitudes towards the fast-food industry. It can help researchers to collaborate with the fast-food industry in meeting the demand for fast-food products among students and produce more fast-food products that can help maintain the profitability of the fast-food industry.

Based on the findings, we can study the expectations of the community or customers on fast food intake, as well as students' attitudes towards fast food intake,

especially among students at the university in Malaysia. We can also see how widespread the use of fast food is especially among university students. This study will also be able to help university students in overcoming the problem of increasing cases of obesity and diseases related to the consequences of fast-food intake, as well as help them in maintaining a healthy diet while studying at university.

## **1.7 DEFINITION OF TERM**

### **1.7.1 FAST FOOD**

Fast foods can be defined as rapid service, easily available, and affordable costs to home-cooked meals (Habib et al., 2011). According to Jashari & Kotsios, (2019) fast food is known as a low-cost meal provided in any restaurants chain where orders are taken quickly at a counter and easy to access. Fast food is categorized as foods that are low in nutrients, rich in sugar, salt and fat, although the food is added with healthy ingredients, it is still categorized as fast food. The common in fast food are a burger, fried chicken, pizza, hot dog and French fries.

### **1.7.2 ATTITUDES**

Attitudes are broad judgments that individuals have about a certain thing, such as an object, a problem, or a person. An individual may have a good or positive attitude towards one political candidate while having an unfavourable or negative opinion towards another (Savelli et al., 2017). In other words, attitude is a person's actions, feelings or emotions toward a specific object, which reflects to behavioural, normative and control views that are directly tied to the consumer's intention (Xie et al., 2020).

### **1.7.3 CONSUMPTION BEHAVIOUR**

Consumption behaviour is a psychological aspect of a person that influences whether or not they purchase products, services, or anything else. The behaviour of every consumer is influenced by a variety of variables, which are critical for any marketing management team in any company or organization that engages directly with consumers (Barmola & Srivastava, 2010).

#### **1.7.4 TASTE**

Taste is the perception by which the brain distinguishes the chemical characteristics of food in the tongue based on information presented by the taste receptors (Bradbury, 2004). According to Shahrudin et al, (2011) taste is the most important aspect in determining customer satisfaction in restaurants, and it may influence behavioural intentions in future. This is because taste is a subject that comes with food and informs the consumer that the ingredients in the cooking have a certain quality.

#### **1.7.5 TIME-SAVING**

Time-saving is defined as reducing the time it takes to complete a task, operation, or activity (Hamrick & Okrent, 2016).

#### **1.7.6 PROMOTION ATTRACTIVENESS**

Promotion attractiveness is a marketing technique that shows what deal that the seller offers to get their customers' attention to buy their product or service (Fungai, 2017). In addition, it is one such approach employed by marketers to acquire new and potential clients as well as maintain existing ones. It may be thought of as short-term

incentives targeted at increasing sales by persuading people to buy (Shamsi & Khan, 2017).

## **1.8 SUMMARY**

Overall, this chapter 1 covers the subtopics covered throughout the study's preliminary phase. The first subtopic mentioned in this chapter is the study's background about the overall research theme. Aside from that, this chapter concentrates on the problem statement, which relates to the primary questions of the research to be undertaken. Furthermore, this subtopic is critical for developing questions that will aid researchers in providing responses that are relevant to the subject under investigation.

The researchers address the issue of “The Factors that Influence University Students’ Attitude Towards Fast-Food Consumption in Malaysia.” As a result, the study questions focus on the factors of fast-food consumption among University Malaysia Kelantan students. Furthermore, the researcher will focus on this central issue to deliver the correct response, which is the researcher's goal for the study subject based on its factors on taste, time-saving, as well as promotion attractiveness. This chapter also includes subtopics on the meaning of the word as well as the relevance of the study.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

The objective of this study is to identify the factors that influence university students' attitudes towards fast-food consumption in Malaysia during the recovery period of Covid-19. In this chapter, researchers will do a literature review about the factors that influence university students' attitudes towards fast-food consumption in Malaysia during the recovery period of Covid-19. In this chapter, researchers will find out the dependent variable (DV) and independent variables (IV). This will infuse some information such as analytical data as a work path in solving this problem with several steps.

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## 2.2 LITERATURE REVIEW

### 2.2.1 TASTE

It is commonly known that the young generation such as university students' really love to taste new things as well as in the selection of fast food, they will necessarily choose food based on the taste of food. According to Ebadi et al, (2018), among the main factor in the selection of fast food among young people is in terms of the taste of the food itself. It is also related to the fast food itself which is easily prepared in a short time apart from its delicious taste. This also occurs as a result of significant changes when a person's age increases. From childhood to adulthood, the selection for the food will change due to a person's taste.

The selection of food caused by taste preferences is also due to the menus provided by food production companies. There are some relatively healthy products such as fruits that can help this group to improve the intake of high-calorie fast food. However, their demand for fast food is more about high-calorie food intake because most of these fast foods have a good and delicious taste that university students should love (Lemia, Shaban, 2019).

From the research, it can be noted that university students prefer to choose fast-food such as, burgers, fried chicken, pizza and much more popular fast food due to the delicious taste of fast food and many more. Although they know that fast food is unhealthy food, university students prefer fast food and the condition is so critical that it can cause health problems among them (Lemia, Shaban, 2019).



According to Saha et al. (2021), students who are overweight or obese are more frequently consume fast-food more than normal body weight. This can be seen through the taste of the fast food, when the fast-food taste better, it will make the student consume fast-food frequently more than usual and it will make obese or overweight among the university students. Students are also likely to consume fast food because it was fast and tasty and suitable for their life as a university students (Suhartatik et al., 2020).

Khongrangjem et al. (2018) stated that the level of taste of the fast-food product mostly affect the students' attitude and it is the main key to increasing fast food consumption. This happens, the students want to feel the tastiness of the food itself and enjoy it. When students feel stressed they will eat something tasty and it can help them to reduce their stress.

### **2.2.2 TIME-SAVING**

Due to the pandemic of COVID-19, people were obliged to remain at home and practice online working or online studying, and they were only permitted to leave their houses for certain reasons, such as medical reasons, important employment, food purchases, and emergencies (Koh, 2020). People's lifestyle behaviours such as eating patterns might suffer as a result of such abrupt changes in their lives. According to the study from Powell et al. (2021), leading to variations in availability of food, the university students experienced significant and frequently unfavourable changes in food preferences during the pandemic of Covid-19.

Fast-food consumption has become a worldwide trend. Individuals spend more effort and much less time at home cooking food. Thus, the rapid rise of the fast-food business has generated a remarkable trend, particularly for young adults and university students, because it provides fast service, convenience, and a low price (Mokhtar et al., 2020). Therefore, time-saving is one of the reasons why most students prefer fast food because they believe it is more convenient and consumes less time (Syafiqah et al., 2018).

Besides, from their economic preferences, students prefer fast food owing to their busy schedules and time constraints, making cooking impossible even though they live outside their hostel. In contrast to a typical restaurant, where customers must wait in line for a lengthy moment for a waiter to serve and take their orders. While fast food just takes a few minutes to prepare, allowing students to enjoy their lunch or dinner without wasting the time.

Many university students in Malaysia lead hectic lifestyles and don't have much time to cook meals for themselves. When they are pressed for time due to school works, they frequently turn to fast food. Fast Food is one that reduces time in food procurement, processing, and cleaning. The decrease in fast food is due to the increasing number of deaths during Covid-19 outbreak, which has made people afraid to buy outside (memon et al., 2021). However, the fast-food consumption among students has remained high because fast food gives a good sensation since fast food are delectable and convenient to obtain (Sabilla & Mustakim, 2021). This is owing to their lifestyle within the university, which surrounded by many fast-food restaurants.

### 2.2.3 PROMOTION ATTRACTIVENESS

Promotion attractiveness is also one of the major reasons that influence university students' attitudes towards fast food consumption. Shamsi & Khan (2017) stated that promotion attractiveness is a method employed by marketers to acquire new and potential consumers as well as maintain existing ones. It may be thought of as short-term incentives targeted at increasing sales by persuading people to buy (Shamsi & Khan, 2017). Advertising is the most common promotion strategy of the fast-food industry. It means endeavouring to persuade consumers to purchase items or services by using a convincing marketing message. There are several examples of advertising, which are online advertising, newspaper advertising, direct mail, cable TV and radio. Fast-food restaurants often use tactics to promote their products as well as attract more consumers.

First lockdowns and modifications brought about by the Covid-19 crisis. Many restaurants must close in certain circumstances, and in others, they can only offer meals for take-out, causing them to lose their primary source of revenue. Several of them are unable to cope with the circumstances and go insolvent. Everybody else must strive for the interest of customers in order to flourish on the marketplace, hence the strategy of promotion is so vital for them (L. De Almeida et al., 2021).

Besides, price promotion has developed as a critical marketing idea that has the potential to impact consumer behaviour. Price promotion occurs when a business decides to provide reduced pricing on specific items instead of the standard price. It has gotten the greatest budget among other branding strategies in the most developing markets as they can stimulate sales quickly and allow customers to generate brand awareness through multiple media platforms. (L. De Almeida et al., 2021) stated that Burger King has a

distinct pricing approach. The most popular items are preserved at a reasonable price, while new or less popular products are offered at a discount. The product offering evolved throughout time to meet the demands of customers.

Promotion attractiveness convey the significance of the introduction of a new product or service, and several marketing techniques have been employed by the corporation to motivate consumer demand. For example, in March of the year 2020, cater to Happy Fried Chicken Day, KFC Delivery offered 3 sets of 2 pieces combo at only RM33. The consumers just simply key in the promo code when place order. KFC stated due to the pandemic of Covid-19, on top of their enhanced cleanliness precautions, although they have implemented extra social distancing measures, for the safety of their customers and staffs, the promotion is only valid for delivery.

In order to enhance the sales volume, the fast-food industry typically use promotion strategies to attract consumer purchase intention. With regular and widespread exposure to advertising, university students are drawn to and presumed to be influenced by it.

#### **2.2.4 UNIVERSITY STUDENTS' ATTITUDES TOWARDS FAST FOOD CONSUMPTION IN MALAYSIA DURING POST-COVID-19**

According to Chen et al. (2021), since the pandemic Covid-19 start spread out around the world, where the first report are in Wuhan, China in March, it has given a big challenge to consumers' daily activities, attitudes and also the economic industry. Based on a study by Ben Hassen et al. (2021) the Covid-19 give effects on fast-food

consumption and purchasing attitude. However, among the industry, the fast-food industry is one of the most successful industries during the period of Covid-19 (Memon et al., 2021) where this industry has many ideas to maintain their profit, staff and also their management. Fast food can be defined as simple meals that came from American meals, have a reasonable price, quick service and use media social to advertise their services, such as hamburgers, pizza, sandwiches and French chips (Ghoochani et al., 2018). In this case, the fast-food industry has still been highly accepted, especially among young people or university students (Kee et al., 2021).

According to Carolan (2021), the pandemic Covid-19 has caused the government to create order to decrease the number of cases of Covid-19, like stay-at-home and social distancing protocols. However, not all people will follow the order because their attitudes to shopping are very important. The purchasing the fast-food product will continue even through pick-up services like drive-thru and online delivery. According to Bondoc et al. (2019) and Candra et al. (2021), promotion attractiveness is the other strong influence to a customer buy fast food products because promoting by using social media and the online delivery app can expand the business. For example, food panda and grab food app, where this app is very easy to use and the user can get more promotion on it, 30% discount for each meal by using code voucher from the delivery app. In addition, during the current Covid-19 period, people especially the university students tend to spend their free time at home by doing their tasks and browsing the internet, so it is very easy for them to buy their meals from any fast-food restaurant or store (Hooi et al., 2021).

Day by day, the need for fast food among young people is growing every day because of a few factors that influence the university students' attitude to purchase fast food products, such as good taste, has an affordable price, offer fast service, and convenience (Jashari & Kotsios, 2019). This is the purpose many university students

consider their financial situation when making food choices. Due to a lack of time, they will choose food that is less expensive and simple to consume. In other studies, more university students like fast food because of their busy lifestyle with online classes, limited time and the influence of western culture (Knorr & Khoo, 2020). Mahbobi Rad et al. (2020) stated that attitudes are the important thing for consumers to make a decision, and attitudes are created to judge something, that can be good or bad.

According to the Mokhtar et al. (2020), there are 84.5% of university students in Malaysia choose to buy and consume fast food, meanwhile, there 15.5% of university students in Malaysia did not take fast food because they more choose home-cooked food because they are more concerned with health and finances. The study conducted by (Syafiqah et al., 2018) finds that university student is high fast-food consumption because, for students, fast food is the main source went, they live far from their families. The lack of experience and experience in planning proper food intake is another factor that influences the university students' attitudes as fast food consumers (Mann & Blotnicky, 2017).

Referring to Akhter (2019) during Covid-19 Malaysian fast-food consumers are more focused on the cleanliness of product, taste, place and freshness before making a decision and this influence their attitudes as a fast-food consumer. This is because they want to make sure the product that they ate is safe and free from Covid-19 virus infection. In other research, mentioned that young people including university students are having attitude in choosing fast food, due to the strategic location to set up fast food outlets, such as close to the university, terminals and areas that be the focus of the public.

## 2.3 HYPOTHESIS

The hypothesis is a relationship between two variables to support each other. This hypothesis is also a theory that already exists and allows it to be tested in conducted research. The hypothesis is formulated based on the theory and general effects in the study made. To identify the validity of the theory whether false or true it is tested based on the analysis conducted. The research hypothesis is to identify the level of students' intake of fast food especially during the recovery period of covid 19. The study was conducted based on taste factors, time-saving and attractive promotions made. Such factors cause most students to prefer fast food. Based on the study, hypotheses were made and tested.

H1: There is a relationship between taste and university students' attitude towards fast-food consumption in Malaysia during the recovery period of Covid-19.

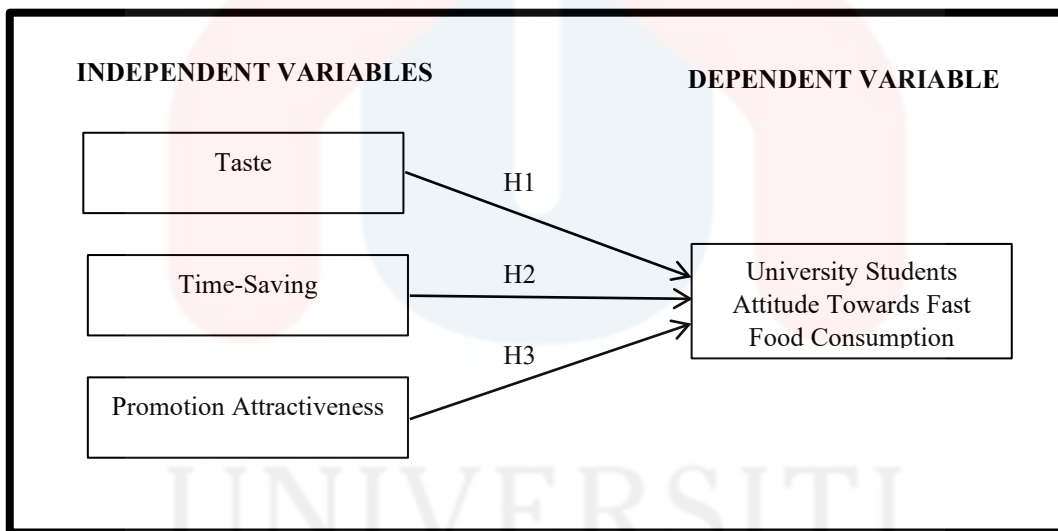
H2: There is a relationship between time and university students' attitude towards fast-food consumption in Malaysia during the recovery period of Covid-19.

H3: There is a relationship between promotion attractiveness and university students' attitude towards fast-food consumption in Malaysia during the recovery period of Covid-19.

**2.4 CONCEPTUAL FRAMEWORK**

Figure 2.1 indicates the independent variables (IV) and dependent variable (DV) of this research. The figure shows the relationship between factors that influence university students’ attitude towards fast food consumption during the recovery period of Covid-19. (See Figure 2.1)

Figure 2.1: Conceptual Framework



Independent variables (IV) are the factors that influence university students’ attitudes. There are three independent variables (IV) that have been determined in this study which are taste (Lemia, Shaban, 2019a), time-saving (Akhter, 2019) and promotion attractiveness (Savelli et al., 2017). The dependent variable (DV) is university students’ attitudes towards fast food consumption during post-covid-19.



## 2.5 SUMMARY

Overall, in this chapter, the researchers explain the factors that influence university students' attitudes towards fast food consumption in Malaysia during the recovery period of Covid-19. The researchers also elaborate on the variables by showing the definition through the literature review. Where these variables are important to identify in more depth to obtain information related to the title of the study conducted. Variables also are things that are being studied and can be calculated, tracked or changed. Independent variables (IV) or factors which are taste, time-saving and promotion attractiveness have a relationship to the dependent variable (DV) that is university students' attitude towards fast food consumption during the recovery period of Covid-19 in Malaysia. Finally, this chapter covers the conceptual framework of research which is the basic structure used to address or solve a complex problem.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 INTRODUCTION

This chapter continues to make a dedicated assessment by analyzing and dissecting the understanding, helping to make a hypothesis based on the title of the study at the beginning to the end of the study. In this chapter, analysis through good data collection will be discussed based on the study conducted. The research will use consist of methods and activities based on data collection and analysis to unravel the factors related to students' intake of fast food. Furthermore, research design, population, sample size, sample method, data collection, research instruments, data analysis, sampling methodology and measuring variables will be explained in this chapter. The data collection approach that will be used in this study is related to quantitative data, to facilitate the formation of statistics based on a good sample set.

### 3.2 RESEARCH DESIGN

Research design can be defined as a road map to guide the research process by outlining how a study will progress from the research reason and research objective changes to outcomes (Abutabenjeh & Jaradat, 2018). The importance of research design is to determine how the participants are chosen, what variables are used, how they are changed, how the data is collected and analysed, how superfluous variability is controlled to solve the research problem. This research design also explains the target respondents and which methods the researcher use to collect and examine the data.

There are two types of research methods which are qualitative and quantitative. The qualitative is based on non-numerical data and expressed in words to collect the data, qualitative research can be work by studying personal experience, interviews, observational and visual texts (Aspers & Corte, 2019). The examples to use quantitative research are application forms, closed-end questionnaires, IQ tests and measurements. According to Almeida et al. (2017), quantitative is known as a process of gathering and interpreting numerical data. It can be used to discover a pattern and average, create predictions, test the relationship and extrapolate the result to the large population. It means the resulting from quantitative can explain the particular phenomena for the research topic in numbers and graphs. In research by Rajput & Gahfoor (2020), the quantitative method is primarily based on deductive logic. Where the researchers start by developing a hypothesis and then gathering data. This data is also used to determine if the evidence backs up the hypothesis.

In this study, the researchers will use a quantitative approach to get primary data because the main objective of the study is to investigate the factors that influence

university students' attitudes towards fast food consumption in Malaysia during the recovery period of Covid-19. By using this method, the researchers can explore more and find out how far the factors influence university students' attitudes as fast food consumption during the recovery period of Covid-19. Besides that, this method will describe the phenomena of food consumption among university students in Malaysia during the recovery period of Covid-19.

### **3.3 POPULATION**

The population can be defined as a group of individuals that share similar characteristics in which researchers want to research and analyze for conduct the research and get clear results based on the research (Stephanie, 2021). The population consists of all units that have variable characteristics and where the findings of the research can be expanded for other next research (Shukla, 2020). The choosing of the population depends on the characteristics, like literature, objectives of the study and population of university students is an example population and other contextual.

In this study, researchers choose all students from both private and public universities in Malaysia as the target population, where there are more than 20 university in Malaysia. The target population is university students from Year 1 to Year 4. Since the pandemic of Covid-19 is still spreading, there are a few universities that cannot conduct a fully face-to-face class, but more refer to the online class. The researchers choose to collect primary data by using online questionnaires which is Google Form. By using the

Google Form, the students can help researchers to share the link with their other university friends. From that, the researchers can get more respondents as possible.

### **3.4 SAMPLE SIZE**

The population aspect is referred to as a sample. The number of individuals in the sample is known as the sample size, and the sample participants are known as subjects. The sample size is usually determined by the population. Among the aspects that we need to take into account involving the sampling of the study is the sample size that we will use Krejcie & Morgan (1970). Based on the study, sample sizes from groups of individuals from the normal population are used to represent the actual population for the study. The sample size is taken based on the set of questions made high quantities are often made to accommodate non -responses from respondents. Most responses from respondents will not exceed 100%. If we use quantitative studies, sample size can be determined using certain calculation procedures, taking into account the sampling error, significance level and also the confidence level, 5% of the significance level is used while the rest is the confidence level.

The sample size for this study is where the factors of students consuming fast food. While conducting the questionnaire, a table will be constructed and shown below to be used to determine the sample size for a particular population. Since this research will be done by having a large population and the number of students who are fond of fast food is not known further. The information collected will be transferred and broken down using an undivided use quality testing and Pearson relationships.

Furthermore, due to sampling can save time, it is essential to collect the value of the sample to estimate the value of the population from which the sample is obtained. Because the sample has a lower degree of variability than the population (population variability is usually stretched out to form a graph of normal distribution), the sample size must be carefully calculated to make inferences.

Table 3.1: Sample Size for a Given Population

TABLE FOR DETERMINING SAMPLE SIZE FROM A GIVEN POPULATION									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size  
"S" is sample size.

Source: Krejcie and Morgan (1970)

Figure 3.1: Formula Sample Size

$$n = \frac{X^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size  
 N = population size  
 e = acceptable sampling error  
 X<sup>2</sup> = chi-square of degree of freedom 1 and confidence 95% = 3.841  
 p = proportion of population (if unknown, 0.5)

### 3.5 SAMPLING METHOD

Sampling method is a procedure that will help the researcher to select a sufficient amount of policy from the population. In this method, the researcher will select several population bases as the subject. There are two types of sampling method that the researcher will use which are probability sampling and non-probability sampling, to determine the amount of population that will be examine by the researcher.

Probability sampling method is a sampling method that uses some random selection. To provide a random selection system, mechanisms or protocols must be followed that ensure that different units for the population provide equal opportunities for selection. Non-probability sampling methods are samples collected in the process so that each element of the population does not have a known opportunity to be selected. The degree of tendency in selecting a sample is unknown.

In this study, researchers will choose probability sampling method to examine more about the topic. Based on this study, a sample will be selected from the target population of the number of university students who used to buy the fast-food during recovery period of Covid-19.

### 3.6 DATA COLLECTION PROCEDURE

The method of gathering, measuring, and evaluating relevant findings for study using established approved techniques is characterised as data collection. On the basis of the information obtained, a researcher might assess their assumption. In most situations, regardless of the topic of study, data gathering is the first and most significant stage. Based upon the information needed, the procedure to data gathering differs for different topics of research.

The data for this study will be gathered through online questionnaires. University students in Malaysia are randomly to be allocated an online questionnaire. Google Forms will be shared via social media platforms such as WhatsApp, Facebook, and Telegram. Google Forms is a free web application that can rapidly capture a big quantity of data and information for further analysis. It is far superior for data collection since researchers can quickly distribute the questionnaire and obtain responses. The questionnaire underlines the aim of the research, the goals of the investigation, and responders' agreement that the information submitted is confidentially. All responders can answer this question through their smartphones or laptops, making it much easier for them to answer questions anywhere and at any time.



### 3.7 RESEARCH INSTRUMENT

The questionnaire will be divided into 5 sections. The section A is about demographic information of the respondents such as gender, age and status. In section B focuses to the first independent variables which are the taste. While section C deals with second independent variables which is saving and section D will cover the third independent variable which is promotion attractiveness. Finally, section E deals with dependent variable which is university students' attitude towards fast-food consumption in Malaysia. Instructions for answering the questionnaire in section A will use nominal and interval scales, but in sections B, C, D and E will use the Likert scale.

This questionnaire will be prepared in English and Malay, as there is the possibility of a wide range of respondents will be able to answer the questionnaire. The scale consists of 5 scales that the researcher will use in this study. In addition, the 5-Likert scales usually do not have two extreme options which are 'strongly disagree' and 'strongly agree'. Therefore, the measurements on a 5-Likert scale are 1-strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree. This data will be spread among the estimated number of students who responded to this questionnaire. After the university students finish the questionnaire, it will be distributed online to know the data and information.

### **3.8 DATA ANALYSIS**

Data analysis is a method of discovering the essential patterns of an object under inquiry by concentrating, extracting, and refining the information hidden in an apparently disordered mass of data. Individuals can use data analysis to help them make decisions and take appropriate actions. Data analysis is the process through which a business gathers data on purpose, analyses it, and converts it into information. This is a method that aids in the implementation of the quality management system. To increase efficacy, the data analysis process must be properly executed across the product life cycle, comprising all operations ranging from market research to after-sales service and disposal.

#### **3.8.1 DESCRIPTIVE STATISTIC**

Descriptive analysis is a type of analysis that summarises, explains, and provides data in an easy-to-understand format. The data will be gathered from the respondents in the sample population (Kaur et al., 2018). Descriptive statistics are separated into two categories: central tendency and measures of variability. The mean, median, and mode are used to calculate central tendency. It will also discuss guidelines for selecting the proper measure of central tendency. Variability is measured by the dispersion of data, which may be accomplished through the use of graphs, tables, and general discussion.

Table 3.2 displays the percentage of respondents who agree or disagree with the assertions for three independent variables and one dependent variable.

Table 3.2: The Relationship Between Mean and Level of Agree

Range of Mean	Level of Agree
4.51 – 5.00	Strongly Agree
3.51 – 4.50	Agree
2.51 – 3.50	Neutral
1.51 – 2.50	Disagree
1.00 – 1.50	Strongly Disagree

The mean score varies from 4.51 to 5.00, indicating a high degree of agreement. This means that other respondents choose to strongly agree that it has an influence on the factors of university students' attitude towards fast food consumption in Malaysia. Then, when the range is between 3.51 and 4.50, it suggests an agreeable outcome, but the range of mean between 2.51 and 3.50 shows a neutral result. It means that the other respondents choose to agree or be indifferent about the remark made. It is possible that they believe it is normal since when university students consume fast food, it has the factors why they choose it. When the figures vary from 1.50 to 2.50, it indicates that the degree of agreement is disagree. It means that other respondents would select this level because they disagree with the statement and have their own opinion regarding the remark that was made. It reveals a considerable disagreement when the mean range is between 1.00

and 1.50. This suggests that other respondents who chose this level do not completely agree with the statement for whatever reason.

### 3.8.2 PEARSON CORRELATION ANALYSIS

Pearson's correlation coefficient is a type of statistics that determines the quantitative connection, or association, between two continuous variables (Samuels, 2014). Due to it is based on the concept of variance, it is recognised as the best approach of quantifying the relationship between variables of interest. It reveals the size of the link, or correlation, as well as the relationship's direction. There is a connection between the two if the dependent variable has distinct values and the independent variable's distribution is different. In the study, Pearson Correlation Coefficient,  $r$  is used to measure the relationship between independent variables and dependent variable. Table 3.3 shows the determination of the strength of a relationship between independent variables and dependent variables.

Table 3.3: Interpretation of Pearson Correlation Coefficient Value

Correlation Coefficient Value	Strength of Correlation
$r = 1$	Perfectly positive
$0.5 < r < 1$	Strongly positive
$r = 0.5$	Moderately positive
$0 < r < 0.5$	Weakly positive
$r = 0$	No correlation
$-0.5 < r < 0$	Weakly negative
$r = -0.5$	Moderately negative
$-1 < r < -0.5$	Strongly negative
$r = -1$	Perfectly negative

The correlation coefficient,  $r$ , represents the degree of relationship between two variables. The correlation coefficient,  $r$ , has a value range of -1 to 1, however it can be any number between those two numbers. While one variable increase and the other decreases, the value of  $r$  is between 0 and 1; when one variable increase and the other lowers, the value of  $r$  is between -1 and 0. The greater the correlation between the two variables, the closer the absolute value of  $r$  is to one; conversely, the weaker the correlation between the two variables, the closer the absolute value of  $r$  is to zero.

### 3.9 SUMMARY

Through this chapter, the researchers explain about research design, data collection methods, research population, sample size, sampling methodology, development of research equipment and data analysis process that related to this study. Besides that, the researchers get more knowledge to understand each method during doing the research. The method that will be used for this study is quantitative methods, where the researchers use Google Form as a research instrument and distribute the questionnaire through social media platforms such as WhatsApp, Facebook and Telegram. Given the unfavourable circumstances with this pandemic Covid-19, the questionnaire method will be conducted online to reduce the safety risk among the researcher and respondents. Through this questionnaire, researchers can meet the target quickly and easily. In addition, the question is closed-ended and only selects certain respondents as the respondent's response. Finally, there are two statistical analyzes proposed in this study namely descriptive statistics and the Pearson correlation test.

## CHAPTER 4

### RESULTS AND DISCUSSIONS

#### 4.1 INTRODUCTION

This chapter presents an overview including with demographic characteristics of respondents, descriptive analysis, reliability analysis, inferential analysis and discussion based on research objectives. The result of the data that researchers collected were from 400 respondents and the questionnaire were distributed using social media such as WhatsApp, Telegram and Facebook. In this study, researchers used SPSS statistic to analyze the data that have been collected from the questionnaire.

#### 4.2 RESULT OF DESCRIPTIVE ANALYSIS

##### 4.2.1 DEMOGRAPHIC PROFILE

A descriptive analysis was done in order to summarize the background information of the respondents including gender, age, year of study, CGPA, race, education level, and marital status. Instructions for answering the questionnaire in section A used nominal and interval scales. There is total 400 respondents completed the online

questionnaire. The demographic information about the respondents was shown in the form of a table.

Table 4.1: Respondents' Socio-Demographic Profile

<b>Background Characteristics</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
<b>Gender</b>		
<b>Male</b>	189	47.3
<b>Female</b>	211	52.8
<b>Age</b>		
<b>18 – 21 years old</b>	80	20.0
<b>22 – 25 years old</b>	306	76.5
<b>26 years old and above</b>	14	3.5
<b>Year</b>		
<b>Year 1</b>	51	12.8
<b>Year 2</b>	54	13.5
<b>Year 3</b>	188	47.0
<b>Year 4</b>	107	26.8
<b>CGPA</b>		
<b>2.50 and below</b>	16	4.0
<b>2.50 and above</b>	39	9.8
<b>3.00 – 3.50</b>	177	44.3
<b>3.50 – 4.00</b>	168	42.0



<b>Race</b>		
<b>Malay</b>	127	31.8
<b>Chinese</b>	64	16.0
<b>Indian</b>	31	7.8
<b>Other</b>	178	44.5
<b>Education level</b>		
<b>Bachelor</b>	378	94.5
<b>Master</b>	15	3.8
<b>PHD</b>	7	1.8
<b>Marital status</b>		
<b>Single</b>	384	96.0
<b>Married</b>	16	4.0

Table 4.1 above showed the background characteristics of the respondents. In the field of gender, there are 47.3% out of the 400 respondents were male while 52.8% of them were female. Based on how old the respondents are, they were put into three categories. Group of 18 – 21 years old was the youngest age group, which got 80 respondents or 20%. The most respondents were from the group 22 – 25 years old, had the highest number of respondents, which was 306 or 76.5%. While the group with the fewest people was those who were 26 years old and above, with only 14 respondents answering (3.5%).

In the section of year, there were only 51 respondents (12.8%) from Year 1, which had the lowest number of respondents. The second lowest number of respondents were from Year 2, with 54 people or 13.5%. The highest number of respondents were from

Year 3, which had 188 people or 47.0%. 107 respondents (26.8%) were from the group of Year 4. Based on the result of CGPA, only 16 respondents (4.0%) got 2.50 and below, while 39 respondents (9.8%) got 2.50 and above. 177 out of the 400 respondents got 3.00 – 3.50 of CGPA result, 168 out of the 400 respondents got 3.50 – 4.00 of CGPA result.

The number of respondents from each race who took part in the survey indicated that 127 people or 31.8%, were Malay. The number of respondents who said they were Chinese was 64, 16.0% of all the respondents. The group that got the fewest responses was Indian, which only had 31 people, or 7.8%. The group with the highest number of respondents was being other races. There were 178 (44.5%) of them answered the questionnaires.

The field of educational level was divided into 3 groups: bachelor, master, and PHD. The analysis found that most of the respondents were in the educational level of bachelor, which were 378 respondents or 94.5%. While 15 (3.8%) and 7 (1.8%) respondents were in the educational level of master and PHD respectively. Out of the 400 respondents, 384 (96%) of them were single while 16 (4.0%) of them were married.

#### **4.2.2 MEAN AND STANDARD DEVIATION OF DEPENDENT VARIABLE AND INDEPENDENT VARIABLES**

During the recovery period of Covid-19 in Malaysia, quantitative descriptive analysis was used to describe the data of the university students' demographic profile. The descriptive analysis in this part consists of dependent variable (university students' attitude towards fast food consumption) and independent variables (taste, time-saving and

promotion attractiveness). The information was gathered via online questionnaires that were distributed and analyzed with SPSS software. The questionnaires were all scored on a 5-point Likert scale, with 1 being strongly disagree, 2 being disagree, 3 being either agree or disagree, 4 being agree, and 5 being strongly agree. The analysis's findings are displayed as below.

#### 4.2.2.1 DESRIPTIVE ANALYSIS FOR UNIVERSITY STUDENTS' ATTITUDE TOWARDS FAST FOOD CONSUMPTION

Table 4.2: Descriptive Analysis for University Students' Attitude Towards Fast Food Consumption

No.	Item Description	N	Mean	Standard Deviation
1	Eating fast food can help increase my mood for study.	400	3.91	1.103
2	I know how far the benefits and effects of fast food to me.	400	4.14	0.832
3	I believe that I can control myself to consume fast food.	400	4.16	0.877
4	I feel enjoy while eating fast food.	400	4.13	0.794
5	Eating fast food can help to reduce my stress.	400	4.12	0.916

6	The brand of fast food affects me to consume fast food.	400	3.92	0.965
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Table 4.2 displayed the descriptive analysis of the dependent variable on university students' attitude towards fast food consumption, which included 6 statements. Statement 3 (I believe that I can control myself to consume fast food.) had the greatest mean value for information dimension, which is 4.16. The highest value of mean shows most respondents had a better understanding on this statement. Next, statement 2 (I know how far the benefits and effects of fast food to me.) with a mean of 4.14, followed by statement 4 (I feel enjoy while eating fast food.) with a mean of 4.13. The mean value of statement 5 (Eating fast food can help to reduce my stress.) is 4.12 while the mean value of statement 6 (The brand of fast food affects me to consume fast food.) is 3.92. Statement 1 (Eating fast food can help increase my mood for study.) has the lowest mean score of 3.91. This shows that most respondents had a poor understanding on statement 1. The higher the mean score the higher the expectation and vice versa.

The greatest standard deviation number is 1.103, which is statement 1 (Eating fast food can help increase my mood for study.). While the standard deviation with the smallest number is 0.794, statement 4 (I feel enjoy while eating fast food.). A high standard deviation shows that data points are spread out throughout a greater range of values, while a low standard deviation implies that the data points are grouped and near to the data sets' mean. If the standard deviation is close to 0, it means that the data points are close to the mean. If the standard deviation is high or low, it means that the data points are above or below the mean.

#### 4.2.2.2 DESCRIPTIVE ANALYSIS FOR TASTE

Table 4.3: Descriptive Analysis for Taste

No.	Item Description	N	Mean	Standard Deviation
1	I love to eat fast food because of its taste.	400	4.18	0.799
2	The taste of fast food is really mouth-watering.	400	4.12	0.758
3	The taste of fast food added to my palate and make my meal more enjoyable.	400	4.05	0.793
4	The color and flavor of fast food stimulate the appetite.	400	4.11	0.772
5	For me, fast food is tastier than other food, tastes better and satisfies my need for food.	400	3.76	1.048
6	Fast food contains sugar, calories, and saturated fats that release the neurotransmitters dopamine and oxytocin, which cause relaxation, pleasure and enjoyment.	400	4.06	0.765

Table 4.3 showed the descriptive analysis of the independent variable on taste. It was made up of 6 statements. Statement 1 (I love to eat fast food because of its taste.) had the greatest mean value for information dimension, which is 4.18. The highest mean score shows most of the people who answered the questionnaires had a better grasp of what this statement meant. Next, statement 2 (The taste of fast food is really mouth-watering.) with a mean of 4.12, followed by statement 4 (The color and flavor of fast food stimulate the appetite.) with a mean of 4.11. The mean value of statement 6 (Fast food contains sugar, calories, and saturated fats that release the neurotransmitters dopamine and oxytocin, which cause relaxation, pleasure and enjoyment.) is 4.06 while the mean value of statement 3 (The taste of fast food added to my palate and make my meal more enjoyable.) is 4.05. Statement 5 (For me, fast food is tastier than other food, tastes better and satisfies my need for food.) has the lowest mean score of 3.76. This shows that most people didn't understand what statement 5 was about.

The greatest standard deviation number is 1.048, which is statement 5 (For me, fast food is tastier than other food, tastes better and satisfies my need for food.). It means that the data points are spread out over a wider range of values. While the standard deviation with the smallest number is 0.758, statement 2 (The taste of fast food is really mouth-watering.). This means that the data points are close to the mean.

### 4.2.2.3 DESCRIPTIVE ANALYSIS FOR TIME SAVING

Table 4.4: Descriptive Analysis for Time Saving

No.	Item Description	N	Mean	Standard Deviation
1	Fast food consumption saves a lot of my time.	400	4.25	0.850
2	I really like to enjoy fast food because it helps me save energy to prepare food.	400	4.10	0.896
3	I find it easy to finish my work by not wasting my time cooking for myself.	400	4.18	0.870
4	I did not have to wait a long time to buy fast food.	400	4.10	0.876
5	It is easy to find a fast-food restaurant just by using a smartphone.	400	4.34	0.769
6	The small designed fast-food packaging makes it easy for me while travelling.	400	4.25	0.724

Table 4.4 showed the descriptive analysis of the independent variable on time saving with 6 statements. Statement 5 (It is easy to find a fast-food restaurant just by using

a smartphone.) had the greatest mean value of 4.34 for information dimension. The highest mean score shows most of the people who filled out the surveys understood this statement better. Next, both statement 1 (Fast food consumption saves a lot of my time.) and statement 6 (The small designed fast-food packaging makes it easy for me while travelling.) had the same value of mean, which is 4.25. The mean value of statement 3 (I find it easy to finish my work by not wasting my time cooking for myself.) is 4.18. Statement 2 (I really like to enjoy fast food because it helps me save energy to prepare food.) and statement 4 (I did not have to wait a long time to buy fast food.) got the same lowest value of mean 4.10. This shows that most respondents didn't get what was being said in these two statements.

The highest standard deviation number is 0.896, which is statement 2 (I really like to enjoy fast food because it helps me save energy to prepare food.). It means that the value of data points covers a wider range of values. While the standard deviation with the smallest number is 0.724, statement 6 (The small designed fast-food packaging makes it easy for me while travelling.). This means that the data points are close to the mean.



#### 4.2.2.4 DESCRIPTIVE ANALYSIS FOR PROMOTION ATTRACTIVENESS

Table 4.5: Descriptive Analysis for Promotion Attractiveness

No.	Item Description	N	Mean	Standard Deviation
1	I prefer visit fast food outlets when there is a promotion.	400	4.19	0.810
2	In my opinion, promotion has an impact on the demand of fast food.	400	4.28	0.720
3	I think fast food promotion attractiveness makes me feel excited.	400	4.16	0.824
4	I think promotion helps to build a good relationship between customers and fast-food outlets.	400	4.24	0.716
5	I think promotion can help to increase my confidence level to buy fast food.	400	4.14	0.837
6	I think discounted and special offers can help to increase my satisfaction level to buy fast food.	400	4.21	0.820

Table 4.5 showed the descriptive analysis of the independent variable on promotion attractiveness. There were 6 statements to it. Statement 2 (In my opinion, promotion has an impact on the demand of fast food.) had the greatest mean value of 4.28 for information dimension. The highest mean score shows most of the respondents understood this statement well. Next, statement 4 (I think promotion helps to build a good relationship between customers and fast-food outlets.) had mean value, which is 4.24, followed by mean value 4.21 of statement 6 (I think discounted and special offers can help to increase my satisfaction level to buy fast food.). The mean value of statement 1 (I prefer visit fast food outlets when there is a promotion.) is 4.19. Statement 3 (I think fast food promotion attractiveness makes me feel excited.) had the mean value of 4.16. Statement 5 (I think promotion can help to increase my confidence level to buy fast food.) got the lowest value of mean 4.14. This shows that most respondents didn't understand well in this statement.

The highest standard deviation number is 0.837, which is statement 5 (I think promotion can help to increase my confidence level to buy fast food.). It means that the range of values for data points is wider. While the standard deviation with the smallest number is 0.716, statement 4 (I think promotion helps to build a good relationship between customers and fast-food outlets.). This means that the data points are close to the mean.

### 4.3 RESULTS OF RELIABILITY TEST

During the recovery period of Covid-19 in Malaysia, a reliability study was done to verify the accuracy of the questionnaire framework for university students to describe the analysis comprising of dependent variable (university students' attitude towards fast-food consumption) and independent variables (taste, time-saving, promotion attractiveness). Using SPSS software, the reliability analysis will aid researchers in identifying surveys and improving the consistency of data acquired via online questionnaires and assessments. For this study, the researchers chose 400 people to participate. The following is the outcome of the reliability test:

Table 4.6 Result of Reliability Cronbach's Alpha Coefficient for the Independent Variables (IV) and Dependent Variable (DV)

<b>Variables</b>	<b>Cronbach's Alpha Coefficient</b>	<b>Number of Items</b>	<b>Strength of Association</b>
<b>DV: University students' attitudes towards fast-food consumption</b>	0.831	6	Good
<b>IV 1: Taste</b>	0.868	6	Good
<b>IV 2: Time-saving</b>	0.885	6	Good
<b>IV 3: Promotion Attractiveness</b>	0.884	6	Good

Cronbach's Alpha Coefficient results for the dependent variable and independent variables in this study are shown in Table 4.6. According to the table, all of the variables are more than 0.7. As a result, the questionnaire is found to be valid and acceptable. There are 6 questions each in the section of dependent variable and independent variables.

For dependent variable (university students' attitudes towards fast-food consumption), the reliability Cronbach's Alpha Coefficient for 6 items is 0.831, which is a strong performance in terms of association strength. As a result, the internal consistency of the questions in this section is good and reliable.

The independent variable 1 was utilized to access the taste factor impact on university students' attitudes towards fast food consumption during the recovery period of Covid-19 in Malaysia, the reliability Cronbach's Alpha Coefficient for 6 items in this section is 0.868. Therefore, the coefficient produced for the information queries is trustworthy.

The independent variable 2 was used to evaluate the time-saving factor impact on university students' attitudes towards fast food consumption during the recovery period of Covid-19 in Malaysia. The reliability Cronbach's Alpha Coefficient for 6 items in this section is 0.885, which is a good result in terms of association strength.

The independent variable 3 was used to access the promotion attractiveness factor impact on university students' attitudes towards fast food consumption during the recovery period of Covid-19 in Malaysia. The reliability Cronbach's Alpha Coefficient for 6 items in this section is 0.884, which is considered good result in strength of association. As a result, the coefficients derived for the questionnaires are reliable and suitable for further investigation.

#### 4.4 PEARSON CORRELATION ANALYSIS

Pearson's correlation coefficient used to measure how strong the relationship between two variables. The aim of this analysis is to determine whether the coefficient is statistically significant, and to identify which hypothesis in this study should be accepted or rejected. Independent variables for this study are taste, time saving and promotion attractiveness meanwhile the dependent variable is university students' attitude towards fast food consumption. Pearson correlation coefficient is used in this study to measure relationship between independent variables and dependent variable. Table 4.7 below shows the guideline of Correlation coefficient and the relationship based on its value.

Table 4.7: Correlation Coefficient and Strength of Relationship

Correlation Coefficient Value	Interpretation
$r = 1$	Perfectly positive
$0.5 < r < 1$	Strongly positive
$r = 0.5$	Moderately positive
$0 < r < 0.5$	Weakly positive
$r = 0$	No correlation
$-0.5 < r < 0$	Weakly negative
$r = -0.5$	Moderately negative
$-1 < r < -0.5$	Strongly negative
$r = -1$	Perfectly negative

Table 4.8: Result of Pearson Correlation Analysis

	<b>Taste</b>	<b>Time saving</b>	<b>Promotion</b>	<b>University</b>
<b>Taste</b>	1			
<b>Time saving</b>	0.722**	1		
<b>Promotion Attractiveness</b>	0.705**	0.651**	1	
<b>University Students' Attitude</b>	0.810**	0.735**	0.711**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed)

Table 4.8 shows a substantial correlation between taste and university students' attitude towards fast food consumption value ( $r = 0.810, p < 0.01$ ). The correlation indicates the relationship between these two variables are strongly positive.

With  $r = 0.735, p < 0.01$ , the correlation coefficient indicates that time saving and university student' attitude towards fast food consumption value have a strongly positive relationship.

The correlation coefficient indicates that promotion attractiveness and university students' attitude towards fast food consumption value have a strongly positive relationship( $r = 0.711, p < 0.01$ ).

In conclusion, university students' attitude towards fast food consumption was substantially correlated with taste, time saving and promotion attractiveness value where the three of the variables have the same relationship which is strongly positive relationship.

#### 4.5 HYPOTHESIS BASED ON RESEARCH OBJECTIVES

Table 4.9 presents the summary for hypothesis testing in the study.

Table 4.9: Summary for Hypothesis Testing

Hypothesis	Pearson's correlation results	
<b>H1</b> There is a relationship between taste and university students' attitude towards fast-food consumption in Malaysia during the recovery period of Covid-19	r = 0.810, p < 0.01	Supported
<b>H2</b> There is a relationship between time saving and university students' attitude towards fast-food consumption in Malaysia during the recovery period of Covid-19	r = 0.735, p < 0.01	Supported
<b>H3</b> There is a relationship between promotion attractiveness and university students' attitude towards fast-food consumption in Malaysia during the recovery period of Covid-19	r = 0.711, p < 0.01	Supported

Table 4.9 shows the Pearson correlation analysis was used in testing the relationship between hypothesis on a significant relationship such as taste, time saving

and promotion attractiveness. Overall, these results show that the all hypothesis were accepted at 0.01 significance level.

#### **4.6. SUMMARY**

As conclusion, the researchers discussed the data analysis by using SPSS statistics. There are total 400 respondents who involved in this study and all the results based on data analysis has give a positive effect to obtain the results of the study. To analyze the data collection, the researchers used reliability analysis, descriptive analysis, and Pearson Correlation analysis.



## CHAPTER 5

### CONCLUSION

#### 5.1 INTRODUCTION

This chapter contains the discussion of the research, which includes a thorough summary of the findings, limitations, and recommendations. The researchers discuss and apply the findings to support the research objectives and hypothesis generated. In addition, the limitations encountered by the researchers during the study are highlighted. Furthermore, the researchers elaborate on the recommendations for further study and also conclude the summary of this study.

#### 5.2 RECAPITULATION OF THE FINDINGS

H1 : There is relationship between taste and university students' attitude towards fast-food consumption

H1 stated that there is relationship between taste and university students' attitude towards fast food consumption. According to Pearson Correlation Analysis (Table 4.8), the result showed that the relationship are strongly positive with correlation coefficient of 0.81 at  $p$  value of 0.00 which is less than the highly significant level 0.01. Therefore H1 is accepted. The main factor in the selection of fast food among young people is in term of the taste of the food (Ebadi et al, 2018). The choice of food also depends on the type of menu served. Young people such as university students like to choose fast food

because of the taste and performance. Good taste also helps university students' to choose food quickly every time when they want to make a purchase because they already know which fast food they want to consume. As shown in Table 4.3, descriptive analysis of independent variable on taste has the highest value of mean 4.18, which is "I love to eat fast food because of its taste". This can be prove that among all the factors that influence university students' attitude towards fast food consumption is the taste of the fast food because young people is more likely to prioritise the taste of the fast food.

H2 : There is relationship between time saving and university students' attitude towards fast food consumption.

H2 states that there is a relationship between time saving and university students' attitude towards fast food consumption. According to Pearson Correlation Analysis (Table 4.8), the result showed that there is a strong positive relationship with correlation coefficient of 0.735 at  $p$  value of 0.00 which is less than the highly significant level 0.01. Therefore H2 is accepted. Time saving is very important for someone especially for those with very busy daily schedules. This is also very important for a university student where he or she always has a busy schedule. As shown in Table 4.4, descriptive analysis of independent variable on time saving has the highest value of mean 4.34, which is "It is easy to find a fast-food restaurant just by using a smartphone". Therefore, the selection of fast food that saves time is also a factor for university students to choose fast food especially during the recovery period of Covid-19 where some students conduct online learning. They sometimes don't have enough time to cook and because of this they prefer to consume fast food that helps them saving their time.

H3: There is relationship between promotion attractiveness and university students attitude towards fast food consumption.

H3 states that there is a relationship between promotion attractiveness and university students' attitude towards fast food consumption. According to Pearson Correlation Analysis (Table 4.8), the result showed that there is a strong positive relationship with correlation coefficient of 0.711 at p value of 0.00 which is less than the highly significant level 0.01. Therefore H3 is accepted. It is important for an enterprise to attract more customers and there are also various types of promotions that can be displayed to customers. For university students, they prefer to visit fast food restaurants which provide a lot of promotions as this will give them a lot of benefits. For example, popular fast food restaurants such as McDonalds' hold discount promotions for customers and this will let students to visit the restaurant as it undoubtedly helps them to be thrifty while enjoying their favorite fast food. As shown in Table 4.5, decriptive analysis of independent variable on promotion attractiveness has the highest value of mean 4.28, which is "In my opinion, promotion has an impact on the demand of fast food".

### 5.3 LIMITATIONS

When describing limitations, the researcher should identify the types of limitations in order to clearly introduce the limitations and state the origin of those limitations. This can help ensure that the reader is able to interpret and generalize the findings appropriately. Here, the researchers will outline the various types of limitations that can occur at this stage of the research process.

The limitations that have been found in this study is how data collection is performed. The instrument used in this study for data collection is through an online questionnaire using Google Form. To complete the questionnaires, researchers decided to use two languages which are Malay and English. This is because there was a limitation between respondents who could not read and understand the questions from researchers. If the respondents do not understand the questions, it may be difficult for the researchers to obtain a response from them. However, due to respondents are doubtful of their own answers, there may be inaccuracies in the statistics. Furthermore, some respondents prefer to be questioned in person or in interviews rather than filling out questionnaires.

The next limitation to this study is to obtain the total number of respondents that have been set. This takes a much long time to meet the target of number of respondents. Researchers are also not sure of the respondents' level of understanding of the questionnaire and possibly for the respondents to get help or contact us if they have any confusion about the questionnaire. Based on the questionnaire distributed online, via Google form the distributor of the questionnaire will not find the respondents physically to help them answer questions promptly and quickly. The researchers will also not to know if there is any doubt or uncertainty with the statements displayed in the questionnaire against the respondents.

The final limitation of this study is the internet connection issue. At this moment, all researchers are unable to communicate face-to-face, thus an online platform such as Google Meet are used to continue the conversation. The researchers find it difficult to discuss due to the line connection issues. Each member of the group has their own responsibilities and job to complete the study. When line coverage is inadequate, miscommunication and omissions of information may occur.

## 5.4 RECOMMENDATION

Firstly, is expand the number of languages available for the questionnaire. The questionnaire was written in two languages: Bahasa Malaysia and English. For a broader and better understanding, it would be more advantageous and beneficial if the questionnaire included languages such as Chinese and Tamil. As more languages are available and understandable in the questionnaire, the number of respondents may.

The second recommendation, increase future researchers can grow the scope of study with not only focus on university students' attitude towards fast food consumption but focus on public with any age and background. This is because not only children and young people like to eat fast food, but the older people also like to eat fast food. From this, the future researchers can focus in other types of variable that may significantly affect people as fast food consumption. The future researcher also have to investigate about the affect to consume fast food among young people. Because eating fast food not only give bad effect but it can give a good effect to fast food consumption. For example, by eating fast food it can make the fast food consumption feel happy and it also can help to decrease stress. This investigation will become exciting and future researchers will able to discover the primary effect people for choosing fast food

Next is to continue using quantitative methods for any future research related to this topic. Because it is much faster and easier to analyse data than the qualitative method. The quantitative method enables future researchers to conduct this study on a larger population. However, future research can still use this data and study as a guide to develop a more developed researcher and interesting study.

## 5.5 SUMMARY

In conclusion, this study was conducted aimed at dismantling the factors which encourages university students to purchase fast food. In addition, this study can also help researchers to find out more about fast food and can be used as reference material in the future. The results produced by the Statistical Package for the Social Sciences (SPSS) based on Chapter 4 were reviewed further, and conclusions were reached based on decision. To conclude, there is a significant relationship between taste, time saving, and promotion attractiveness towards university students' attitudes on fast food consumption. Finally, all of the information gathered throughout this study is expected to aid specific parties in resolving the problem of students and the community about fast food.

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## APPENDECIS

### CHAPTER 1-5

#### ORIGINALITY REPORT

<b>16%</b> SIMILARITY INDEX	<b>10%</b> INTERNET SOURCES	<b>4%</b> PUBLICATIONS	<b>7%</b> STUDENT PAPERS
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#### PRIMARY SOURCES

<b>1</b>	<b>umkeprints.umk.edu.my</b> Internet Source	<b>6%</b>
<b>2</b>	<b>Mahmood Mahbobi Rad, Seyed Saeed Mazloomi Mahmoodabad, Mohammad Asadpoor, Aliakbar Vaezi et al. "Assessment of University Students' attitude towards Fast food consumption Based on the Prototype/Willingness model: A Qualitative Study in the East South of Iran, Rafsanjan", International Journal of Ayurvedic Medicine, 2020</b> Publication	<b>2%</b>
<b>3</b>	<b>Submitted to Asia e University</b> Student Paper	<b>1%</b>
<b>4</b>	<b>Submitted to Heriot-Watt University</b> Student Paper	<b>1%</b>
<b>5</b>	<b>Submitted to University of Greenwich</b> Student Paper	<b>&lt;1%</b>
<b>6</b>	<b>Submitted to Universiti Teknologi MARA</b> Student Paper	<b>&lt;1%</b>

**FACTORS THAT INFLUENCE UNIVERSITY STUDENTS' ATTITUDES TOWARDS FAST-FOOD CONSUMPTION IN MALAYSIA DURING THE RECOVERY PERIOD OF COVID-19**

*Faktor yang mempengaruhi sikap pelajar Universiti terhadap penggunaan makanan segera di Malaysia semasa tempoh pemulihan Covid-19.*

Listed below are a series of statements to know the demographic profile of the respondents. Please tick (✓) **ONLY ONE ANSWER** from the statement given.

*Senarai berikut adalah pernyataan berkaitan profil demografi responden. Sila tandakan (✓) **SATU JAWAPAN SAHAJA** dari setiap pernyataan yang diberikan.*

**SECTION A: DEMOGRAPHIC PROFILE**

***SEKSYEN A; PROFIL DEMOGRAFI***

<b>NO</b>	<b>STATEMENTS</b>
1	GENDER / <i>JANTINA</i> <ul style="list-style-type: none"><li>• Male / <i>Lelaki</i></li><li>• Female / <i>Perempuan</i></li></ul>
2	YEAR / <i>TAHUN</i> <ul style="list-style-type: none"><li>• Year 1 / <i>Tahun 1</i></li><li>• Year 2 / <i>Tahun 2</i></li><li>• Year 3 / <i>Tahun 3</i></li><li>• Year 4 / <i>Tahun 4</i></li></ul>
3.	AGE/ <i>UMUR</i>

	<ul style="list-style-type: none"> <li>• 18-21 years old / 18-21 tahun</li> <li>• 22-25 years old / 22-25 tahun</li> <li>• 26 years old and above / 26 tahun dan ke atas</li> </ul>
4.	<p>CGPA</p> <ul style="list-style-type: none"> <li>• 2.5 and below / 2.5 dan ke bawah</li> <li>• 2.5 and above / 2.5 dan ke atas</li> <li>• 3.0 - 3.5</li> <li>• 3.6 - 4.0</li> </ul>
5	<p>RACE/ <i>BANGSA</i></p> <ul style="list-style-type: none"> <li>• Malay/ <i>Melayu</i></li> <li>• Chinese / <i>Cina</i></li> <li>• India / <i>India</i></li> <li>• Other / <i>lain-lain</i></li> </ul>
6	<p>EDUCATION LEVEL/<i>TAHAP PENDIDIKAN</i></p> <ul style="list-style-type: none"> <li>• Bachelor/<i>Ijazah Sarjana Muda</i></li> <li>• Master/<i>Ijazah Sarjana</i></li> <li>• PHD/<i>Doktor Falsafah</i></li> </ul>
7	<p>MARITAL STATUS/<i>STATUS PERKAHWINAN</i></p> <ul style="list-style-type: none"> <li>• Single/<i>Bujang</i></li> <li>• Married/<i>Berkahwin</i></li> </ul>

Please indicate your level of agreement to the respective statements by ticking (✓)

**ONLY ONE ANSWER** for each statement. *Sila nyatakan tahap persetujuan anda*

*terhadap pernyataan masing-masing dengan menandakan (√) SATU JAWAPAN SAHAJA bagi setiap pernyataan.*

<b>Strongly Disagree</b> <i>Sangat Tidak Setuju</i>	<b>Disagree</b> <i>Tidak Setuju</i>	<b>Either Agree or Disagree</b> <i>Sama ada bersetuju atau tidak bersetuju</i>	<b>Agree</b> <i>Setuju</i>	<b>Strongly Agree</b> <i>Sangat Setuju</i>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

**SECTION B; ATTITUDES TOWARDS FAST FOOD CONSUMPTION**

**SECTION B; SIKAP TERHADAP PENGAMBILAN MAKANAN SEGERA**

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1	<b>Eating fast food can help increase my mood for study</b> <i>Makan makanan segera boleh membantu meningkatkan mood belajar saya.</i>					
2	<b>I know how far the benefits and effects fast food to me.</b>					



	<i>Saya tahu sejauh mana manfaat dan kesan makanan segera kepada saya.</i>					
3	<b>I believe that I can control myself to consume fast food.</b> <i>Saya percaya bahawa saya boleh mengawal diri saya untuk mengambil makanan segera.</i>					
4	<b>I feel enjoy while eating fast food.</b> <i>Saya merasa seronok ketika memakan makanan segera</i>					
5	<b>Eating fast food can help to reduce my stress.</b> <i>Makan makanan segera dapat membantu mengurangkan stress saya.</i>					
6	<b>The brand of fast food affects me to consume fast food.</b> <i>Jenama makanan segera mempengaruhi saya untuk mengambil makanan segera.</i>					

**SECTION C; TASTE**

**SECTION C; RASA**

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1	<p><b>I love to eat fast food because of its taste.</b></p> <p><i>Saya suka makan makanan segera kerana rasanya.</i></p>					
2	<p><b>The taste of fast food is really mouth-watering.</b></p> <p><i>Rasa makanan segera benar-benar sedap.</i></p>					
3	<p><b>The taste of fast food added to my palate and made my meal more enjoyable.</b></p> <p><i>Rasa makanan segera ditambah ke langit saya dan menjadikan hidangan saya lebih menyeronokkan</i></p>					
4	<p><b>The colour and flavour of fast food stimulate the appetite.</b></p> <p><i>Warna dan rasa makanan segera merangsang selera makan.</i></p>					
5	<p><b>For me, fast food is tastier than other food, tastes better and satisfies my need for food.</b></p> <p><i>Bagi saya, makanan segera lebih enak daripada makanan lain, rasanya lebih baik dan memenuhi keperluan saya untuk makanan</i></p>					

6	<p><b>Fast food contains sugar, calories, and saturated fats that release the neurotransmitters dopamine and oxytocin, which cause relaxation, pleasure, and enjoyment.</b></p> <p><i>Makanan segera mengandungi gula, kalori dan lemak tepu yang melepaskan dopamin neurotransmitter dan oksitosin, yang menyebabkan relaksasi dan keseronokan.</i></p>					
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**SECTION D: TIME-SAVING**

**SEKSYEN D: MENJIMATKAN MASA**

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1	<p><b>Fast food consumption saves a lot of my time.</b></p> <p><i>Pengambilan makanan segera banyak menjimatkan masa saya.</i></p>					
2	<p><b>I really like to enjoy fast food because it helps me save energy to prepare food.</b></p>					

	<p><i>Saya sangat gemar untuk menikmati makanan segera kerana membantu saya menjimatkan tenaga untuk menyediakan makanan.</i></p>					
3	<p><b>I find it easy to finish my work by not wasting my time cooking for myself.</b></p> <p><i>Saya mudah untuk menyiapkan kerja dengan tidak membuang masa untuk memasak sendiri.</i></p>					
4	<p><b>I did not have to wait a long time to buy fast food.</b></p> <p><i>Saya tidak perlu menunggu masa yang lama ketika membelu makan segera.</i></p>					
5	<p><b>It is easy to find a fast-food restaurant just by using a smartphone.</b></p> <p><i>Sangat mudah untuk mencari kedai makan segera dengan hanya menggunakan smartphone.</i></p>					
6	<p><b>The small-designed fast-food packing makes it easy for me to consume while traveling.</b></p> <p><i>Bungkusan makanan segera yang kecil memudahkan saya membawanya walaupun ketika dalam perjalanan.</i></p>					

**SECTION E: PROMOTION ATTRACTIVENESS**

**SECTION E: DAYA TARIKAN PROMOSI**

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1	<p><b>I prefer visit fast food outlets when there is a promotion.</b></p> <p><i>Saya lebih suka mengunjungi kedai makanan segera apabila ada promosi.</i></p>					
2	<p><b>In my opinion, promotion has an impact on the demand for fast food.</b></p> <p><i>Pada pendapat saya promosi memberi kesan kepada permintaan makanan segera.</i></p>					
3	<p><b>I think fast-food promotion attractiveness makes me feel excited.</b></p> <p><i>Saya rasa daya tarikan promosi makanan segera membuatkan saya rasa teruja.</i></p>					
4	<p><b>I think promotion helps to build a good relationship between customers and fast-food outlets.</b></p> <p><i>Saya rasa promosi membantu membina hubungan yang baik antara pelanggan dan kedai makanan segera.</i></p>					

5	<p><b>I think promotion can help to increase my confidence level to buy fast food.</b></p> <p><i>Saya rasa promosi dapat membantu meningkatkan tahap keyakinan saya untuk membeli makanan segera.</i></p>					
6	<p><b>I think discounted and special offers can help to increase my satisfaction level to buy fast food.</b></p> <p>Saya rasa tawaran diskaun dan istimewa boleh membantu meningkatkan tahap kepuasan saya untuk membeli makanan segera.</p>					