



**FAST-FOOD CONSUMPTION AMONG STUDENTS IN
UNIVERSITI MALAYSIA KELANTAN
(CAMPUS KOTA) : A QUALITATIVE STUDY**

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LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviations

CoV	Coronaviruses
Covid-19	Coronavirus disease 2019
ETH	Eidgenössische Technische Hochschule
FHPK	Faculty Hospitality, Tourism and Wellness
GERD	Gastroesophageal reflux disease
KFC	Kentucky Fried Chicken
SOP	Standard Operating Procedure
UMK	Universiti Malaysia Kelantan
WHO	World Health Organization

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ABSTRACT

This study was conducted to examine the fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). The increase in the popularity of fast-food restaurants is because Malaysia adapts and adopts western styles of food style. This demand for fast food is increasing because of convenience, cost, menu, flavour, and taste. Fast food is a sort of mass-produced cuisine intended for commercial resale, with a significant emphasis on "speed of service" over other culinary science-related criteria. It is common knowledge that excessive consumption of fast food is not recommended and can be harmful to oneself. The purpose of this research is to analyse fast-food consumption patterns, and the impact of fast-food consumption and to suggest recommendations on food consumption patterns among students in Universiti Malaysia Kelantan (Campus Kota). This study was conducted using qualitative research. The primary source of data is employed in the data collection method for this research. The data collection method used was an in-depth interview which is the researchers conducted interviews online with open-ended questions are asked to all interviewees through the Google Meet application. A total of 15 undergraduate students' participants participated in this research. In this research, a non-probability sampling method will be used. At the same time, a purposive or judgemental sampling strategy was applied in this research. In this study, the data were analysed by thematic analysis. In the findings, the researchers list down 15 respondents' answers for both themes and then find one respondent from both themes who answer the research questions which fulfil the research objectives with more information. Researchers chose respondent 10 for theme one and respondent 13 was chosen for theme two. Thus, this study will help other researchers in the future when they want to investigate fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota).

Keywords: Fast food, consumption, pattern, impact, harmful

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ABSTRAK

Kajian ini dijalankan untuk mengkaji penggunaan makanan segera dalam kalangan pelajar Universiti Malaysia Kelantan (Kampus Kota). Peningkatan populariti restoran makanan segera adalah kerana Malaysia mengadaptasi dan mengamalkan gaya makanan barat. Permintaan untuk makanan segera ini meningkat kerana kemudahan, kos, menu, rasa dan rasa. Makanan segera ialah sejenis masakan yang dihasilkan secara besar-besaran yang bertujuan untuk jualan semula komersial, dengan penekanan yang ketara pada "kelajuan perkhidmatan" berbanding kriteria berkaitan sains masakan yang lain. Umum mengetahui bahawa pengambilan makanan segera secara berlebihan adalah tidak digalakkan dan boleh memudaratkan diri sendiri. Tujuan kajian ini adalah untuk menganalisis corak penggunaan makanan segera, dan kesan penggunaan makanan segera serta mencadangkan cadangan pola penggunaan makanan dalam kalangan pelajar Universiti Malaysia Kelantan (Kampus Kota). Kajian ini dijalankan menggunakan kajian kualitatif. Sumber utama data digunakan dalam kaedah pengumpulan data untuk penyelidikan ini. Kaedah pengumpulan data yang digunakan ialah temu bual mendalam iaitu pengkaji menjalankan temu bual secara atas talian dengan soalan terbuka diajukan kepada semua penemuduga melalui aplikasi Google Meet. Seramai 15 peserta pelajar sarjana muda telah mengambil bahagian dalam penyelidikan ini. Dalam penyelidikan ini, kaedah persampelan bukan kebarangkalian akan digunakan. Pada masa yang sama, strategi persampelan bertujuan atau pertimbangan telah digunakan dalam penyelidikan ini. Dalam kajian ini, data dianalisis secara analisis tematik. Dalam dapatan kajian, penyelidik menyenaraikan 15 jawapan responden untuk kedua-dua tema dan kemudian mencari seorang responden daripada kedua-dua tema yang menjawab soalan kajian yang memenuhi objektif kajian dengan lebih banyak maklumat. Pengkaji memilih responden 10 untuk tema satu dan responden 13 dipilih untuk tema dua. Justeru, kajian ini akan membantu penyelidik lain pada masa akan datang apabila mereka ingin menyiasat penggunaan makanan segera dalam kalangan pelajar di Universiti Malaysia Kelantan (Kampus Kota).

Kata kunci: Makanan segera, penggunaan, corak, kesan, berbahaya

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Burgers, pizza, and fries are examples of fast food, as is any meal which can be cooked speedily and sold cheaply. Fast food has been gaining popularity and penetration into the food sector since the 1950s. It's not uncommon to witness a big line outside a fast-food restaurant's drive-through window or a mob of people who are waiting to buy across from fast-food restaurants. Even though practically every consumer is aware of the health risks associated with fast food, they continue to observe customers flocking to fast food outlets in a continuous stream (Jalal Hanaysha et al., 2016).

Fast food is produced and served by restaurants or businesses with a significant emphasis on "speed of service" and is presented in well-organized packaging. Aside from that, the trend of needing to dine away from home is growing and becoming more evident. Fast food outlets are being established in more strategic areas, such as universities, medical centres, petrol stations, malls, and terminals (Ismail, 2016).

Foods by nationwide fast-food franchises including McDonald's, Domino's Pizza, Subway, Burger King, Pizza Hut, Kentucky Fried Chicken, and Taco Bell is referred to as "quick food," although they can also refer to as dining in. The students attach to fast-food always additives, obesity, low nutritional value, and high calories. It is currently common sense that fast food is harmful to body fitness among students. A study of "Local Concentration of Fast-Food Outlets Is Associated with Poor Nutrition and Obesity" results in those habitats are "at higher risk for adverse consequences of poor nutrition due to the patterns in local fast-food availability, which may restrain the bonanza of nutrition promotion efforts" (Yuchu Song et al., 2016).

The success of fast food is evident in the deep interest in the consumption of fast food by society (Adam, 2016). They can easily infiltrate foreign markets using various ways of globalization strategies. Based on research conducted, attending by students on their food intake is very important, because it affects the students' physical and mental development, which is regarded as an important asset in advancing human resources. As students' day-to-day schedule is rather hectic due to packed class schedules and back-to-back assignments, students end up eating on the go than eating clean, opting for fast food as it saves their time and simplifies their lives (De Piero et al., 2015).

1.2 BACKGROUND OF THE STUDY

Food is an essential part of life since it provides energy and minerals for growth (Mirkarimi et al., 2016). Fast food is widely considered to be unhealthy. Obesity and

sickness are linked to the consumption of fast food regularly. Adults, as well as teenagers, should be informed about the dangers of fast food. This harmful meal is now available in several forms. Fast food consumption is considered as more than just food to be consumed, but as a culture, particularly among students, and the bulk of these foods are harmful to the human body (Garza et al., 2016). Even though society recognises that excessive fast-food consumption can be dangerous, admirable advertisements and attractive offers by fast-food outlets on print and online platforms have led to an inability to perceive the negative consequences of excessive fast-food consumption (Brindal et al., 2015).

Fast food is preferred by people for a variety of reasons, including convenience, flavour, social contact, and enjoyment (M. S. Anitharaj, 2018). Despite the high demand for fast food among a large proportion of the population, excessive consumption of fast food can lead to heart disease and obesity, demanding tight supervision of fast-food firms (Hesamedin Askari Majabadi et al., 2016).

Fast foods are simple to prepare, easy to procure, reasonable price, and enjoyed by people of all ages. Furthermore, they are frequently served in large portions with high calorie, sugar, and salt content, as well as low micronutrient and fibre value. Numerous studies have connected fast-food intake to several negative consequences, including weight gain in youngsters and an increased risk of diabetes. In Malaysia, fast-food consumption was likewise connected to obesity and central adiposity. A review of fast-food consumption around the world, as seen from the perspective of users and food experts, finds that opinions on the health benefits of fast food remain divided. Due to a possible link between fast-food intake and weight gain, some organisations, such as the

World Cancer Research Fund and the American Institute for Cancer Research, have advocated restricting fast-food consumption (Askari Majabadi, 2016).

As a result of lifestyle changes, food consumption patterns have changed in several countries around the world in recent decades. One of the most visible changes is the increase in outside food consumption. Nutritionists, health advocates, and the media have condemned restaurants, particularly fast-food restaurants, in various nations for serving high-fat foods and contributing to obesity. Malaysia is known as Asia's fattest country, with about half of its 30 million residents being overweight or obese (McPherson, 2014). In 2015, the National Health and Morbidity Survey was carried out. Malaysia's obesity rate has now surpassed the global obesity rate of 13.0% in 2014. The World Health Organization (WHO) published a report on the topic in 2016. As the number of obese persons rises, the alarming trend necessitates not just rapid public health policy reform, but also the creation of an environment that encourages Malaysians to live healthier lives (National Health and Morbidity Survey, 2015).

In the year 2020, restaurant owners, franchisees, and food service employees across the country confronted a life-changing dilemma. While many restaurants closed, others remained open, and a few new ones opened. Customers are returning to restaurants, and sales, particularly in the fast-food sector, are increasing. Many numbers from the fast-food industry suggest that the industry is still thriving (Diraddo, 2021). Cint polled Malaysians between 2016 and 2018 to find out how many times they eat fast food from quick-service restaurants each week. Only 47.08 percent of Malaysians said they ate fast food once a week (Statista Research Department, 2021).

Different cuisines impact people differently, but here are some of the disadvantages of eating fast food daily. First, raise your blood pressure. Salt is used as a

preservative as well as a flavour enhancer in many fast-food items. "Sodium is present in everything that has been processed, packed, or boxed" (B. Narayan & M. Prabhu, 2015). Diets high in salt have been demonstrated to elevate blood pressure and put the cardiovascular system under stress. High blood pressure causes blood vessels to stiffen or constrict, increasing their risk of heart attack, stroke, and heart failure over time. The American Heart Association recommends that most people maintain their daily salt intake under 1,500 milligrammes, while current guidelines allow for up to 2,300 milligrammes. Because sodium is so common in our diets, it can quickly accumulate (Lilian Cheung, 2021).

There's also the bloating. Bloating can be caused by high-sodium, high-fat, or high-refined-carbohydrate meals (such as bread, buns, and breadings). It is possible that drinking a fizzy beverage with their meal will aggravate their illness. Although bloating should only last a few hours, it can be uncomfortable if their wearing tighter-fitting jeans or trying to put or remove rings. Finally, it has the potential to develop gastroesophageal reflux disease (GERD). Bagels, muffins, and anything breaded may look appealing, but they are all refined carbohydrates with no fibre. Fibre (25 to 35 grammes per day) is required to keep your digestive system in good working order. Diverticulitis, as well as other straining or constipation-related illnesses including haemorrhoids and hernias, are less common (Sari Kalin et al., 2021).

1.3 PROBLEM STATEMENT

Fast food reduces the quality of the diet and provides unhealthy choices, especially among teenagers and adolescents increases the risk of obesity (Dr. Ananya, 2019). The fast food, the higher the risk of disease in consumers who do not control their diet. Through the World Population Review Report 2019, Malaysia is the country that recorded the highest obesity rate in Southeast Asia at 15.6 percent followed by Brunei (14.1 percent), Thailand (10 percent) and Indonesia (6.9 percent) (Harian Metro, 2021). Fast food contains very high fat, cholesterol, salt, and energy (Irawati, 2018). Although fast food has become a top choice, people are already familiar with this type of unhealthy food (Mahnaz Solhi et al., 2016).

Students or adolescents are exposed to dangers due to unhealthy eating culture which is certainly health-threatening, even affecting students' thinking. Instant noodles are a fast food that is often the choice of students. This is due to busyness because there is no time to eat and frugality. Instant noodles are high in salt. High salt intake will result in diseases such as diabetes, high blood pressure, cardiovascular disease, and kidney disease (Berita Online, 2017). At the same time, it increases the risk of digestive disorders (Anggraini, 2021).

Fast food also causes students' productivity to decrease. In addition, these foods contain a lot of hydrogenated saturated fatty acids (Ramdhani, 2020). High saturated fatty acids can cause students to think and memorize reduced. This makes it difficult for the brain to think of good ideas to give in assignments and during Industrial Training. At the same time, students also cannot collaborate in groups when they do not have any

ideas. This shows that fast food is very disruptive to the learning process (Moshir et al., 2018).

Fast foods like hamburgers, French fries, hot dogs, and drinks are unhealthy because they are generally poor in micronutrients although in saturated fat, salts, and sugars. Fast-food consumption has indeed been related to reduced micronutrient and fibre intakes, as well as a high in calories and glycemic impact. Furthermore, fast food is frequently provided in huge servings. The projected power consumption of the typical quick meal exceeds 800k calories, resulting in an overabundance of routine vitality intake (Lemia Shaban & Dalal Alkazemi, 2019).

Amongst the most important risk for cardiovascular disease was fast food eating. Fast food is a type of cuisine prepared efficiently and simply, usually outside the home, using unhealthy ingredients. Fast food refers to a variety of sandwiches (sausages, bacon), hamburgers, tacos, French fries, and other items that are heavy in calories and fat while low in nutritional value when compared to home-cooked meals. Fast-food consumption has been linked to cardiovascular illness, stress, attention issues, and increasing hydrogenated fat, salt, and sugar intake, according to various research (Asiyeh Pirzadeh et al., 2018).

1.4 RESEARCH QUESTIONS

1. What is the fast-food consumption pattern among students in Universiti Malaysia Kelantan (Campus Kota)?
2. What is the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota)?

1.5 RESEARCH OBJECTIVES

1. To analyse the fast-food consumption pattern among students in Universiti Malaysia Kelantan (Campus Kota).
2. To analyse the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota).
3. To suggest recommendations on food consumption patterns among students in Universiti Malaysia Kelantan (Campus Kota).

1.6 SCOPE OF STUDY

This section explains the review area's broader context. The purpose of this study is to analyse fast-food consumption patterns, and the impact of fast-food consumption and to suggest recommendations on food consumption patterns among students in Universiti Malaysia Kelantan (Campus Kota). The unit of analysis is Universiti Malaysia Kelantan undergraduate students of Campus Kota. Due to the obvious abundance of fast-food outlets and restaurants around the University, this study focuses on all programme students at the Universiti Malaysia Kelantan of Campus Kota. McDonald's, Pizza Hut, Eddlee Fried Chicken, KFC, Texas Chicken, and Secret Recipe are some of the fast-food options near campus.

1.7 SIGNIFICANCE OF THE STUDY

According to Patrick A. (2015), typically, the part on the study's relevance offers the reader with useful information on how the study was produced and, more importantly, what is supplied to the research and who will benefit from it.

Students at Universiti Malaysia Kelantan (Campus Kota) who consume fast-food are got more benefits from the outcomes of this study. The main purpose of this initiative at Universiti Malaysia Kelantan (Campus Kota) is to improve students' understanding of the fast-food consumption patterns, and the impact of fast-food

consumption among students in Universiti Malaysia Kelantan (Campus Kota). The significance of a healthy diet in one's mental and physical well-being cannot be overestimated. In a student's daily life, a balanced diet and regular eating habits should be encouraged. Even if a student must eat healthy food in a restaurant, they must be aware of food quality and consume a well-balanced diet. Students also have a habit of skipping important mealtimes during the day, such as skipping breakfast, eating only once a day, or eating late at night. As a result, the practice will have a severe influence on students' health, impeding their ability to learn. A consistent and regular diet can help to avoid this from happening. Even though students are stressed for a time owing to academic or co-curricular activities, as well as financial constraints, the problem of not eating or eating fast food which is an unbalanced diet should be avoided because it may have an impact on their learning (Mohd Azlan Abdullah, 2011).

Secondly, students will adopt a healthy lifestyle and at least avoid eating or consuming fast food frequently (Joy K Chakma, 2017). Therefore, this study can reduce obesity statistics and decrease the problems of the diseases such as diabetes, high blood pressure, cardiovascular disease, kidney disease, cancer and more else.

This study will be a guide for students in Universiti Malaysia Kelantan (Campus Kota) to know more about the pros and cons of fast-food consumption if taken in excess. This is because students will be more aware of the consequences of eating fast food too frequently. This is especially significant for Universiti Malaysia Kelantan (Campus Kota) students, who have a broad variety of fast-food outlets and restaurants close to campus.

1.8 STRUCTURE OF THE REPORT

The introduction and background of the study will be discussed in Chapter 1, followed by a problem statement, research questions, research objectives, scope of the study, the significance of the study, structure of the report, and summary.

The literature review will be discussed in Chapter 2, which will include an introduction, discussion of the issues, and summary. The goal of this investigation was to get the additional information and do research on the chosen issue.

The study methodology will be discussed in Chapter 3, which will include the following topics: introduction, research design & strategy, sampling strategy, data collection method, data analysis process, and summary. This chapter will go through the ways that researchers have used to obtain data.

The findings and discussion will be discussed in Chapter 4, which will include an introduction, discussion based on research questions and a summary.

The conclusion will be discussed in Chapter 5, which will include an introduction, link with previous studies, research findings, limitations, recommendations, and summary.

1.9 SUMMARY

Overall, this chapter outlines the overview of this research on fast-food consumption among students in the Universiti Malaysia Kelantan (Campus Kota). The purpose of this study is to analyse fast-food consumption patterns, and the impact of fast-food consumption and to suggest recommendations on food consumption patterns among students in Universiti Malaysia Kelantan (Campus Kota). This will also give an effect on students if they do not get enough exposure to fast-food consumption.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

A literature review could be used as a prelude to the beginning of a research study or as the full paper itself, serving as the first step of the huge research project and enabling the supervisors to ensure that the students are on the right track. A literature review is an important evaluation of the latest accumulated knowledge on a topic. A literature review, instead of being a list of everything that was published, must be an insightful, individual, and yet nonbiased summary of the data, to provide a balanced perspective that contains contradictory evidence, discrepancies, and established and latest thinking (Catherine L Winchester, 2016).

The systematic literature study is an expansion of the information collecting that may be done to gain a personal perspective into the history of a topic, and it necessitates beyond a cursory assessment of the literature and just a few brief bullet points. Doing a literature review is critical for generating research ideas, integrating what is already understood about a topic, and identifying potential knowledge gaps as well as how the study might add to deeper understanding (Mark Salji, 2016).

According to Paul et al., (2020), the literature review provides an overview of the literature related to themes, theories and methods and synthesizes previous studies to strengthen the knowledge base. By reviewing the literature, the researcher can understand the breadth and depth of the existing scope of study and know the gaps to explore (Xiao & Watson, 2019).

A literature review is a critical appraisal of current collective knowledge about a subject. There are various reasons to write one, and this will determine the length and style of the researcher's review (Winchester et al., 2017). There are five key steps to writing a literature review, first is searching for relevant literature, the secondly is evaluating sources, the thirdly is identifying themes, debates, and gaps, the fourth is outlining the structure and lastly writing the literature review (McCombes, 2019).

This literature review, this study will discuss the issues of fast-food, types of fast-food consumption, and the harm of fast-food consumption. This topic is very important because it can help students at Universiti Malaysia Kelantan (Campus Kota) to gain knowledge of the true definition and information contained in fast-food.

2.2 DISCUSSION OF THE ISSUES

2.2.1 FAST-FOOD

Fast food is known to be a frequent choice, easy for customers, delicious, and affordable in price (Xiao Yang & Iqbal, 2018). Fast food is also defined as food that is easily purchased on a self-service basis or runs a dining place with no waiting service. Fast food is a staple of the American diet and has been linked to excessive calorie consumption and poor diet quality (Fryar et al., 2018). Fast-food consumption has become almost a global phenomenon (Joseph et al., 2015). Fast food, such as hamburgers, French fries, and pizza, is often made ready rapidly, ordered in self-service from eateries using precooked components, and provided in original packaging to the consumer for take-away. Fast food became famous in the 1970s in the United States, which now possesses the world's largest fast-food sector. Food made outside of the residence increased by 18 percent of total energy intake in 1977–1978 to 32 percent in 1994–1996 in the United States. Furthermore, fast-food items produced with food cooked outside the residence had much more calories, were greater in saturated and trans fats, and they were less in dietary fibre, calcium, and iron than meals cooked at home (Nora A. ALFaris et al., 2015).

Fast food is prepared quickly, easily accessible, moderately inexpensive and is preferred by most people of all ages group (Majabadi et al., 2016). Fast food is food that is low in nutrients (Jones, 2021). Fast food has a high number of calories, sugar, and fat (Xiao et al., 2018). Fast-food owners who do not control and plan their fast-food intake will get the risk of getting various forms of diseases

such as high blood pressure, obesity, diabetes, stroke, cardiovascular disease, and kidney disease. Restaurants' fast-food products are increasing throughout the day. This increase indicates that fast-food consumption is very high (Dariush Mozaffarian, 2016).

Numerous fast-food restaurants might instil poor eating habits in teenagers and adults, contributing to a variety of health issues such as obesity and overweight, metabolic syndrome, diabetes, and cancer (Neha Rathi et al., 2017).

Anemia and micronutrient deficiency were common amongst teenage males and females, with serious consequences for their standard of living, risk of early mortality, and previous generations' wellbeing. At the same time, in most parts of the globe, teenage rates of overweight and obesity are on the rise. Adolescent overweight is linked to a higher risk of noncommunicable diseases such as hypertension, atherosclerosis, non-alcoholic fatty liver disease, and metabolic syndrome (Alison Tumilowicz et al., 2019).

Numerous studies indicate found that university students are engaging in poor dietary habits, like expanding their intake of fast-food and high-fat items. Butler et al., (2018) found that through their first year of university, a group of female students at a Midwestern university in the United States ingested significantly more fats and caffeinated drinks regularly. However, as contrasted with the American Heart Association, other researchers noted a much high consumption of saturated and trans-fat as well as substantially lower consumption of polyunsaturated and monounsaturated fat inside a sample of undergraduate students (Najat Yahia et al., 2016).

2.2.2 TYPES OF FAST-FOOD CONSUMPTION

The fast-food industry in Malaysia consists of various types of fast-food outlets that offer a variety of dishes or meals from local to international products (Xiao et al., 2018). Fast food products use appropriate marketing to attract buyers. In a developing country like Malaysia, advertising plays an important role in helping the country's economy (Shari et al., 2016). That many young communities including university students are having an attitude toward choosing fast food, due to the promotion and price of the fast-food itself (Savelli et al., 2017).

In Malaysia, MacDonald's and KFC are fast-food that is in high demand. Fast food is usually referred to as a hamburger, pizza, French fries, noodles, taco, hotdog, or any type of food that can be prepared and served faster at a low price (Nik Nairan Abdullah et al., 2016). Kentucky Fried Chicken (KFC), Pizza Hut, Kenny Rogers Roasters, A&W, McDonald's, Burger King, Domino's Pizza, Secret Recipe, Wendy's, Subway, Taco Bell, and others are included (Bustamam et al., 2021).

Students are easily attracted to buying fast food by looking at packages and advertisements before trying the taste. Imiru (2017) found there was no significant relationship between packaging colour and packaging material in purchasing decisions. Although society has long known that it is bad for the body due to its very high-calorie content and low nutrition, it remains ignored

(Sinar Harian, 2019). This makes Malaysia the highest obese country in Asia (Dr Chan et al., 2015).

Students are a group who often buy fast food to eat while studying. At the same time, it is found that one student who slept less than 10 hours a day consumed more soda than one student who slept enough or more than 10 hours a day (Franckle, et al., 2015). Excessive and uncontrolled intake of junk food can lead to sudden weight gain and risk of obesity and diabetes. If students have this disease, it will disrupt their learning system. However, fast food might harm the developing brain if taken for a longer length of time while the teenage mind evolves. According to previous research undertaken by researchers from ETH Zurich and the University of Zurich, excessive saturated food intake throughout the teenage may damage cognitive abilities in maturity (Urs Meyer, 2016).

Obesity and overweight people are more likely to develop chronic diseases such as diabetes, heart disease, high blood pressure, osteoarthritis, and several malignancies. Chronic diseases are Australia's most common cause of illness, suffering, and death accounting for 90% of all fatalities in 2011. McDonald's products feature high amounts of saturated fat, salt, and sugar, all of which are connected to a variety of health concerns, according to studies. The rising prevalence of obesity and overweight in Australian teenagers and adults (Julia Anaf et al., 2018).

2.2.3 HARM OF FAST-FOOD CONSUMPTION

Currently, it is common sense that fast food is harmful to the fitness of the body among students (Bustamam et al., 2021). Uncontrolled consumption of fast food will lead to various forms of the disease. The disease can be found in the short term and long term. Fast food expires quickly causing a rapid increase in blood sugar due to refined carbohydrates and added sugars (Jones, 2021). Fast food causes an unusually large insulin surge, resulting in a drop in blood sugar. This situation will cause students to get tired quickly and interfere with their learning process (Fuhrman, 2018).

Fast food also has a high salt content (Wahab, 2020). Salt is used to flavour fast food such as fried chicken and French fries. The high salt content can produce high blood pressure in the body. Fast food contains a very high-calorie content. If a person eats high calories and does not exercise it leads to weight gain and is at risk of getting obese (Jones, 2021). At the same time, obesity leads to other diseases of the body (Saifullah, 2016). Among them, are diabetes, heart failure due to obstruction, polycystic ovarian syndrome, impotence, and fatty liver. However, consumers continue to consume fast food even though they are aware of the adverse effects of fast-food intake in their daily routine (Bustamam et al., 2021).

Apart from illness, fast food will also be detrimental to appearance. Fast food can cause tooth decay. This is because there is an intake of soda content found in fast food ingredients. In addition, the cause of tooth decay is often consuming foods

or drinks that are attached and old to the teeth such as ice cream, honey, sugar, soda, dried fruit, cakes, biscuits, dried cereals, and chips (Bahari, 2020). At the same time, fast food desserts will also add to the process of tooth decay and cavities. It will make students less confident when confronted by classmates or they speak in public.

According to a survey from Harvard University, young men whose eating patterns are a lot of fast food tend to have fewer sperm counts. It also has the potential to make a man infertile or impotent. Sperm strength is very important for men to produce a pregnancy for those who are married. At the same time, this problem will lead to stress for men when it happens to themselves (Matthews, 2019).

2.3 SUMMARY

This chapter will explain the issues of fast-food consumption. This research describes the issues of fast-food consumption in more detail. At the same time, many types of fast food are also introduced in this chapter and their impacts if eating uncontrollably. Fast food also leads to harm if its intake over a long period. This chapter will provide impact, knowledge, and awareness about the disadvantages of fast food to the body and enable students at Universiti Malaysia Kelantan (Campus Kota) to think and maintain health at a young age.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

In this study, qualitative research has been used. Qualitative research assists the researcher in better understanding respondents' viewpoints and diving deeper into individual insights (Mahdi Borzooei, 2015). The phenomenological studies research design was used in this study to know the fast-food consumption patterns and the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). Furthermore, a non-probability sampling method was used in this research. At the same time, a purposive or judgmental sampling strategy was applied in this research. Participants for a sample have been chosen for this type of sampling, which matches the study's purpose (Pooja Bhardwaj, 2019). The primary source of data is employed in the data collection method for this research. The data collection method used was an in-depth interview which is the researchers conducted interviews online with open-ended questions are asked to all interviewers through the Google Meet application. A total of 15 undergraduate students' participants participated in in-depth interviews for this research. Thematic analysis has been utilised to analyse the data for this investigation.

3.2 RESEARCH DESIGN & STRATEGY

Research configuration guarantees the data required, from whom, and how it will respond to the examination question. Research configuration affected the level at which causal cases about the impact of intercession can be made (Jalil, 2013).

According to Kothari (2004), the quantitative and qualitative research method is commonly used in the research. In this research, qualitative research was used to know fast-food consumption patterns and the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). Qualitative research is multimethod by nature and takes an analytical, phenomenological approach to its topic. This indicates qualitative researchers investigate the phenomenon in its natural environments, aiming to understand or comprehend occurrences from the perspective of the definition individuals assign to them. Case studies, personal observation, introspection, personal history, interviewing, observing, historically, interpretive, and visual texts are examples of observational data used in qualitative research to explain ordinary and difficult situations and values in people's lives (Patrik Aspers & Ugo Corte, 2019).

Qualitative research is used to better understand people's viewpoints, ideas, attitudes, and people real-life circumstances, and to generate theoretical approaches to those personal experiences (Holloway & Galvin, 2016). This study methodology evolved from the behavioural and social sciences as just a way of comprehending humans' distinctive, dynamical, and comprehensive character. The respondents', as well

as the researcher's terms, were utilised to explain the phenomena being examined through qualitative research, rather than by turning linguistic signs into statistical information (Felicity Agwu Kalu & Jack C. Bwalya, 2017).

Applying qualitative research approaches and techniques has several advantages. To begin, qualitative research generates a dense (rich) characterization of respondents' thoughts, ideas, and personal stories, as well as analyses the significance of their activities. Furthermore, some believe that qualitative research understands overall human personal experiences in particular situations comprehensively. Thirdly, qualitative research allows researchers to learn about the respondents' internal experiences as well as how interpretations were formed by and within society. Hence, qualitative research methodologies can be used to provide detailed and suitable evaluations of a problem, and respondents have quite enough freedom to select what's precise for them (Md Shidur Rahman, 2016).

Secondly, the phenomenological studies research design was used in this study to know the fast-food consumption patterns and the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). Phenomenological studies investigate personal views based on the explanations they give. These would be referred to as "lived experiences." The purpose of phenomenological research is to characterise the significance which each person derives from their encounters. That form of research was utilised to investigate subjects where the limited information was understood (MaryAnn Demchak et al., 2019).

Phenomenological studies research seeks to comprehend issues, concepts, and circumstances from the standpoint of shared comprehension and endurance rather than from the standpoint of disparities. Phenomenology is the study of how people perceive

their surroundings. It provides researchers with an effective instrument for comprehending conscious experiences. Phenomenology aids researchers in eliciting an understanding significance fundamental of how people are behaving by allowing participants to investigate their encounters, ideas, and emotions (Dr. Sadruddin Qutoshi, 2018).

3.3 SAMPLING STRATEGY

A sample is a subset of persons selected from a larger group to draw statistical inferences and estimate population characteristics. The process of selecting the group from whom data will be gathered in the research is referred to as sampling. Inferences regarding populations are made from samples. Because samples are practical, cost-effective, simple, and controllable, data may be acquired more readily from them. Two types of sampling may be employed in research are probability sampling and non-probability sampling. Probability sampling is a technique of selecting a representative sample in which all members of the community have an equal probability of being picked. Non-probability sampling is a method of selecting individuals from a population without knowing who would be picked as a sample (Andrea E. Berndt, 2020).

3.3.1 TARGET POPULATION

A population is a group of people or a community of people who belong to the same group and shares the same location and are capable of interbreeding. A population is also a group of people that have a common trait and may be utilised as a sample in research for analysis and data collecting. In both qualitative and quantitative investigations, population definition is required in the paperwork (Nestor et al., 2017). The enormous population necessitates the employment of a sampling procedure.

The data for this study have been collected in the Universiti Malaysia Kelantan (Campus Kota) at Pengkalan Chepa, Kota Bharu, Kelantan. Next, all the programme students at Universiti Malaysia Kelantan (Campus Kota) are the target population. Students' marketability is challenging because it will raise demand and consumer evaluations of the services given (Roseline et al., 2017). During the same period, they are frequent visitors to fast-food establishments.

The main purpose of this initiative at Universiti Malaysia Kelantan (Campus Kota) is to improve students' understanding of the fast-food consumption patterns, and the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). As a result, this demographic is an excellent choice for the study's target population since it satisfies the study's objectives.

3.3.2 SAMPLE SIZE

Sample size refers to the number of participants or the number of individuals from the population included in the study (Ajay Shankar Singh, 2014). The number of respondents was limited to 15 undergraduate students for the data collection method which is the in-depth interview that the researchers interviewed online. The researchers asked open-ended questions to all the respondents through the Google Meet application.

3.3.3 SAMPLING METHOD

Sampling means choosing the group that the researchers to collect the data for their research. Sampling methods should be as rigorous as possible to keep errors and biases minimal and to increase maximum representation (Tyrer & Heyman, 2016). There are two sampling methods, namely the probability sampling method and the non-probability sampling method.

In this research, a non-probability sampling method has been used. At the same time, a purposive or judgmental sampling strategy has been applied in this research. Purposive sampling is sampling in which the researchers rely on

judgment when selecting respondents or members of the population to participate in the study. The volume of qualitative studies in peer-reviewed journals has increased significantly in the past three decades (Pernecky, 2016). Purposive sampling is a sampling technique related to the criteria of the researchers (Sarstedt et al., 2018). This is since the study was done solely by students from Universiti Malaysia Kelantan (Campus Kota). Respondents range in age from the first year until the final year of study.

This sampling method is also very fast to obtain data where the researchers do not need to do much movement and can comply with Standard Operating Procedure (SOP) when in the pandemic Covid-19. It can also lower the margin of error on the data because the data source is appropriate to the research context. The Malaysian Ministry of Health informed individuals to make physical distance and avoid public areas, mass gatherings or close contact with at-risk individuals to prevent the spread of pandemic Covid-19 (Aziz et al., 2020). The platform for learning about and presenting this method for gathering data for an in-depth interview with close friends and acquaintances.

3.4 DATA COLLECTION METHOD

Data collection is the method of acquiring and quantifying information on variables of interest in a methodical manner that allows researchers to answer research questions, test hypotheses, as well as assess outcomes. Many fields of research,

encompassing natural and social sciences, humankind, commerce, and others, use data collection as part of their research. While the methodologies differ depending on the restraint, the insistence upon accurate and truthful data gathering stays the same (Radhika Kapur, 2018). The purpose of any data gathering is to acquire high-quality information which can be translated into rich data analysis and used to construct a cogent as well as believable response to the questions addressed. Regardless of the topic of study or preferred methods used for data definition (quantitative or qualitative), reliable data collecting is critical to the honesty of research. The use of suitable data gathering tools (current, altered, or freshly invented), as well as properly defined directions for their proper utilization, reduces the chance of mistakes (Pritha Bhandari, 2020). One of the most crucial steps of any research project is data collection. Data collecting is a difficult task that takes meticulous planning, hard labour, tolerance, tenacity, and other qualities to be completed properly (Linda Dale Bloomberg & Marie Volpe, 2018). Data collection also refers to the process of gathering, calculating, and analyzing research data using established, verified methodologies that include both primary and secondary data (Syed Muhammad Sajjad Kabir, 2016).

The primary source is employed in the data collection method for this research. The data collection method used was an in-depth interview which is the researchers conducted interviews online with open-ended questions are asked to all interviewers through the Google Meet application. The Google Meet platform was used to uncover and offer this way of gathering data in in-depth interviews. For this study, an in-depth interview was done with a total of 15 undergraduate students. As a result, it took the researchers around one week to collect data from the respondents that has been done from 21 April 2022 until 27 April 2022. While the term "secondary data" refers to

information that has been published in books, periodicals, newspapers, web portals, and newspapers (Dudovskiy, 2018).

3.4.1 PRIMARY DATA

Focus primary data on primary hand original data. That was collected from prime time and the data did not show any articles or websites (Burns & Bush, 2010). Primary data sources are surveys, questionnaires, interviews, and observations (Syed, 2018). In-depth interviews will assemble information based on the respondents' daily routines regarding the topic.

Primary data has the advantage of being specific it satisfies the researchers' specific needs. The researchers can be quite clear about the aims, objectives, and reasons because it is based on the acquisition of real data (M. Rahman, 2021). It is up to date and offers more in-depth information. Primary data benefits from greater control researchers have a high amount of control in primary research. Researchers may choose who will participate in the study, how they will be hired, the sample size, and sampling procedures. Apart from proprietary rights, original data collected belongs to the researchers or the entity financing the research, and others may not have access to it.

Data were collected from in-depth interviews. In-depth interviews with respondents were administered among students at Universiti Malaysia Kelantan (Campus Kota). A total of 15 undergraduate student participants participated in

the in-depth interview. The in-depth interview session was performed online with open-ended questions asked to respondents through the Google Meet application. This is because the students instantly responded to the researcher's queries. In addition, when students at Universiti Malaysia Kelantan (Campus Kota) do not comprehend the questions being asked, researchers can assist them. Researchers can boost their studies by conducting in-depth interviews online.

In-depth interview questions will elicit information on the respondents' daily habits regarding the issue. Three sections have been created for in-depth interview questions. Whereas section A contained demographic questions, which are intended to gather basic information about respondents such as their background. Section B discusses the fast-food consumption pattern among students in Universiti Malaysia Kelantan (Campus Kota), whereas Section C discusses the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). The questions were written in a bilingual language to ensure that the respondents understood the study questions and responded appropriately.

3.4.2 SECONDARY DATA

Secondary data is information that has been gathered from a source and has already been published in some manner. In any research, secondary data is also

utilized in the literature review (Syed, 2018). Secondary data sources include books, libraries, and research articles written by other scholars (journals).

According to Melissa P. Johnston (2017), library research is a process that entails the examination of materials such as historical records and documents. Obtaining knowledge from library materials such as textbooks, journal articles, conferences, seminars, and thesis, both published and unpublished, is also part of it.

The results of an online search are also included in library research. Information gathered through library research is referred to as secondary data. Secondary data is publicly available information that may be utilized by individuals other than academics. This implies that rather than being acquired directly, secondary data is obtained through public or unpublished sources (Shaban et al., 2019).

3.4.3 IN-DEPTH INTERVIEW

A standard organized question (interview plan) is used in a personal or face-to-face interview to assure that almost all participants were asked the very same range of questions in the same order. An interviewer initiates a two-way discussion with responders to acquire information. The framework of the interview is determined by the questions, their language, and their order, and the discussion is performed face-to-face. Surveys are research projects that collect data by interviewing participants. Sample surveys are investigations in which the

people being interviewed are indeed a fair representation of a broader population (Markus Saarijarvi & Ewa-Lena Bratt, 2021).

There are three fundamental types of research interviews: structured, semi-structured, and unstructured. Structured interviews are defined as research tools that are extremely rigid in their operations and allow very little or no scope for prompting the participants to obtain and analyse results. In this interview, questions are pre-determined based on the level of detail requested. In survey research, structured interviews are frequently employed to ensure consistency throughout all interview sessions. Depending on the sort of target group, open-ended or closed-ended questions might be used. Closed-ended questions may be used to understand user preferences from a set of answer alternatives, whereas open-ended questions can be used to learn more about a specific aspect of the interview (Bhat A., 2021).

The following are the characteristics of an in-depth interview according to Clow & James (2016), face-to-face in-depth interviews are done. In-depth interviews employ open-ended questioning, which requires the interviewers to design the questions while keeping both the research topic and the interview objectives in mind. In-depth interviews use inductive probing to acquire depth. Questions that the interviewers must ask are already planned, but they can also guide the conversation toward a topic of interest. Inductive probing, or asking questions based on the interviewee's responses while also being linked to the study topic and aims, is the most distinguishing feature of in-depth interviews.

According to Chittra Reddy (2016), other data collection methods, such as surveys, can also be used to get information for comprehensive data, which is

one of the key advantages of in-depth interviews. With the use of surveys, people can create a welcoming environment in which they can share their ideas and opinions, as well as receive reliable feedback and findings. In addition to a thorough awareness of participants, interviewers can gain a better grasp of their respondents through in-depth interviews. Interviewers are also capable of acquiring a deeper understanding of the respondents and learning more than any focus group. An in-depth interview also is regarded to be a more efficient and faster-interviewing process. Once an in-depth interview is considered, it assists interviewers in obtaining data, and the data obtained rich data with greater insight and knowledge. Rich data is collected when such an in-depth interview is recognized.

According to M. Rosenthal (2016), in-depth interviews entail the use of open-ended questions and follow-up inquiries to learn more about the participants' experiences, perspectives, opinions, feelings, and expertise. Focus groups are like in-depth interviews in that they consist of open-ended questions aimed to capture respondents' in-depth experiences. Focus groups, on the other hand, are a different type of data gathering technique than an in-depth interview, in that they offer researchers information based on the interaction of group members to create replies to the researcher's questions. As a result, focus groups should not be viewed as a cost-effective approach to "interview" many people in a short period. The ideal methodology depends on whether the research topic is seeking an individual's or a group's impressions of events.

In-depth interviews, also known as unstructured interviews, are talks performed to gather data for a research project. These interviews feature the fewest

questions since they are more like a typical discussion with an underlying theme. The fundamental goal of most researchers who use unstructured interviews is to form a relationship with the respondents, which increases the likelihood that the respondents will be completely honest in their responses. There are no criteria for researchers to follow, so they can ethically approach subjects to gather as much information as possible for their study topic. Because there are no criteria for these interviews, researchers must maintain control over their approach so that the respondents do not stray from the main study goal (Bhat A., 2021).

In this research, the data collection method used is an in-depth interview which is consistent with open-ended questions asked to all interviewees through the Google Meet application. In this study, 15 undergraduate students have been conducted in-depth interviews. To manage in-depth interviews effectively, based on literature fast-food consumption among students' interview guide was prepared by the researchers before conducting the in-depth interview. The questions in the interview guide cover the subject which helps in obtaining fast-food consumption patterns among students in Universiti Malaysia Kelantan (Campus Kota) and the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). The questions were written in a bilingual language to ensure that respondents understood the study questions and responded appropriately. As a result, it took the researchers around one week to collect data from the respondents that has been done from 21 April 2022 until 27 April 2022. An in-depth interview format with either an individual or group can take between 30 minutes and several hours to complete (DiCicco-Bloom & Crabtree, 2006). In this study, interviews ranged from 20 to 30 minutes in length, averaging about 30 minutes each.

Due to the Covid-19 pandemic, the approach employs in-depth interviews online in this study. Coronaviruses (CoV) are a broad group of viruses that may cause everything from normal colds to life-threatening infections. Researchers utilized in-depth interviews online to lower the danger of Covid-19 because of the pandemic. This is also attributable to the situation of social distancing, which necessitates social distance to avoid infection by hazardous diseases and the wearing of face masks, which obscures hearing and other elements.

3.5 DATA ANALYSIS

Data analysis is the act of finding and arranging interview transcripts, observation notes, and other non-textual materials obtained by the researchers to better understand the phenomena in qualitative research. The act of gathering, evaluating, and analysing data to obtain insights that improve decision-making is known as data analysis. There are a range of approaches and strategies for conducting an analysis depending on the sector and the purpose of the research (Calzon, 2021). Researchers have used thematic analysis to produce data for this study.

This research data analysis used thematic analysis to identify and analyse fast-food consumption patterns and the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota) through in-depth interviews. The researchers collected data through the in-depth interview which is the researchers

conducted interviews online with open-ended questions that are asked to all interviewees through the Google Meet application. In-depth interview the researchers generally begin with a basic question and afterwards invite the participant to talk openly about the subject. There is also a form that acknowledges the possibility of a semi-structured interview, in which a series of prepared questions is being used, however, the interviewees were offered the choice of delving deeper into one of the topics. In-depth interviews provide a wealth of information, as well as the chance to ask to follow questions, elicit more information, validate earlier responses, and draw a link between many topics. It also provides a welcoming environment in which individuals might feel more at ease to strike up a discussion (Andre Queiros et al., 2017). Therefore, in this study, 15 undergraduate students have conducted in-depth interviews. The data analysis used for this study is thematic analysis.

3.5.1 THEMATIC ANALYSIS

The data is analyzed using thematic analysis. The thematic analysis summarizes and collects widespread observations and impressions of the subject, along with explanations and text comments to support them. One of the many benefits of thematic analysis is that it is available to new researchers learning how to analyze qualitative data. The thematic analysis is a very versatile tool, so there are several approaches to inferring meaning from a dataset (Kimberly A.

Neuendorf et al., 2018). According to Mostafa Javadi1 & Koroush Zarea (2016), thematic analysis is a technique for detecting, analysing, as well as reporting data themes. It is the simplest way to organise and describe a set of data, and it is extensively used in qualitative data analysis. This analysis is particularly fascinating since researchers discover themes and concepts from researchers' interviews. Mostafa Javadi1 & Koroush Zarea (2016), had coined the phrase "theme emerging" to describe this situation in terms of themes. The versatility of content analysis is one of its benefits. An excellent thematic analysis may be quite beneficial in both meditating on and understanding real life. Regarding qualitative analysis, thematic analysis is regarded as a fundamental technique (Michelle E. Kigera,b & Lara Varpioa, 2020). The 6-step process (Braun and Clarke, 2006) is used. It is probably the most important approach, at least in the social sciences, as it provides such a simple and practical framework for doing thematic analysis (Ashley Castleberry & Amanda Nolen, 2018).

The thematic analysis proposed by researchers is a qualitative approach that can be applied to various theories and research questions. This was a method for finding, analyzing, organizing, summarizing, and interpreting ideas in a set of data (Braun & Clarke, 2006). While rigorous thematic analysis can provide reliable and informative results, there seems to be no consensus on how researchers should apply the technology in a systematic way (Ashley Castleberry, 2018). Instructions for performing thematic analysis were written, but they generally focused on conducting the study using appropriate focus or detailed inductive and deductive coding (Fereday & Muir Cochrane, 2006). Qualitative research, ethnography, and phenomenology have received a lot of coverage, but

local analysis has a hard time catching up. There is a lack of literature outlining all the actual processes for reliable thematic analysis. This article is an attempt by researchers to fill this gap in the literature (Mostafa Javadi1 & Koroush Zarea, 2016).

Performing Analysis Braun and Clarke (2006) this type of research has been performed using a 6-step process. The first step is for researchers to become familiar with the data. Qualitative research is to read and reread the transcripts. This is an excerpt from the resulting interview. Before proceeding, researchers need a complete understanding of the entire knowledge base or corpus of information (that is, all research and other data that may be used). This is a good idea to take notes at this stage and write down the researcher's first idea (Moira Maguire & Brid Delahunt, 2017). In the second step, researchers need to generate the first code. At this stage, researchers begin organizing their data in a more understandable and structured way (Michelle E. Kiger, 2020). Coding is the process of breaking a large amount of data into smaller, more manageable chunks of data. There are various coding systems, and the choice is determined by the researcher's point of view and the subject of research. This was more theoretical than empirical topic analysis, as researchers focused on research goals, question processing, and data evaluation. As a result, researchers have coded all the data that is relevant to or represents something interesting about the subject (Mojtaba Vaismoradi, 2019). There was no coding on each line of the material. Had the researchers done more inductive research, they would have been able to code all the sentences using line-by-line coding. Researchers used open coding. That is, they did not use pre-built programs and developed and modified them as the coding process progressed (Charles Cunningham, 2016).

The third step is to search for themes. As mentioned earlier, themes are patterns that represent something essential or intriguing about data or research questions (Deborah Diaz Granados et al., 2020).

As Braun and Clarke (2006) show, so far there have been no set rules for what constitutes a theme. The importance of the subject defines it. If researchers are collecting small amounts of data, this phase of coding steps and early theme detection can overlap significantly. In this example, researchers looked at the code and found that some of them corresponded to a common theme (Brandi Lawless et al., 2019). The fourth step is to review themes. At this point, it is advisable to collect all data relevant to each subject. Researchers can easily do this by using the copy-and-paste feature of a word processor, cutting, and pasting transcripts with scissors, and using Microsoft Excel (Ronan T. Bree & Gerry Gallagher, 2016). This technique can be accelerated and simplified by using qualitative data analysis tools, but it is not required. The fifth step is to define themes. This is the final step in refining the theme and determining the "essence" of each (Braun & Clarke, 2006). This is the sixth and final step which is the writing process. Reports such as published articles and dissertations are usually the result of a survey. Researchers have put together a list of publications in the fields of education and learning that they believe do a good job of providing a thematic analysis (Moira Maguire & Brid Delahunt, 2017).

The purpose of the thematic analysis is to find themes, intriguing, or important patterns in their data, and use those themes to investigate topics or make statements about problems. The powerful thematic analysis does more than just explain content. It also analyzes and interprets it. Using the main question as an

interview topic is a common mistake (Gareth Terry et al., 2017). A typical mistake is to use a large interview question as a topic (Mostafa Javadi1 & Koroush Zarea, 2016). This usually means that the material has been summarized and structured rather than evaluated. Researchers applied thematic analysis to analyze the fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota).

In this study, researchers conducted an in-depth interview online with open-ended questions that are asked to all interviewees on the Google Meet application. As a result, 15 undergraduate students conducted in-depth interviews in this study. In addition, the subject analysis examines three areas. The first area which is section A contained demographic questions and was created to gather basic information about respondents such as their background. Section B describes the fast-food consumption pattern among students in Universiti Malaysia Kelantan (Campus Kota), and Section C describes the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). The questions were written in a bilingual language to ensure that respondents understood the study questions and responded appropriately.

3.6 SUMMARY

In conclusion, the main purpose of this study was to analyse the fast-food consumption pattern among students in Universiti Malaysia Kelantan (Campus Kota) and to analyse the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). In addition, the data collection is done based on a qualitative method which is an in-depth interview in which the researchers conducted the interview online and asked all interviewers open-ended questions through the Google Meet application. Data were analyzed by thematic analysis. This research collects data from respondents consisting of all program students at the Universiti Malaysia Kelantan (Campus Kota). Future studies could include additional aspects that could offer a better understanding of the fast-food consumption patterns and the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). It is important to do so because, as noted earlier, the matter will receive considerable attention as the student population grows. Therefore, the researchers chose the title fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota) because have not, yet students chosen this title to conduct research and would like to study in more depth the fast-food consumption patterns, the impact of fast-food consumption and suggested recommendations on food consumption patterns among students in Universiti Malaysia Kelantan (Campus Kota).

CHAPTER 4

FINDINGS AND DISCUSSION

4.1 INTRODUCTION

Chapter 4 states the results of field research on the fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota) it took the researchers around one week to collect data from the respondents that have been done from 21 April 2022 until 27 April 2022. The data collection method employed in this study is an in-depth interview, in which the researchers conducted the interview online and asked all interviewers open-ended questions through the Google Meet application. In this study,

interviews ranged from 20 to 30 minutes in length, averaging about 30 minutes each. As a result, 15 undergraduate students will be interviewed in this study. In-depth interviews with respondents were administered among students at Universiti Malaysia Kelantan (Campus Kota) from the first year until the final year. Thematic analysis has been utilised to analyse the data for this research. The 6-step process (Braun and Clarke, 2006) is used. This was a method for finding, analysing, organizing, summarizing, and interpreting ideas in a set of data (Braun & Clarke, 2006). In this chapter, the findings and discussion were obtained after the in-depth interview session through online with students in Universiti Malaysia Kelantan (Campus Kota).

In addition, the thematic analysis examines three areas. The first area which is section A contained demographic questions and was created to gather basic information about respondents such as their background. Section B describes the fast-food consumption pattern among students in Universiti Malaysia Kelantan (Campus Kota), and section C describes the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). The questions were written in a bilingual language to ensure that respondents understood the study questions and responded appropriately.

4.2 DISCUSSION BASED ON RESEARCH QUESTIONS

The purpose of the discussion based on research questions was to interpret the data of 15 undergraduate student respondents. The researchers obtained information through information shared by respondents through an in-depth interview online in the Google Meet application. The researchers obtained 15 respondents to answer the research questions to obtain information to answer the research objectives of the study. Thematic analysis has been utilised to analyse the data for this research. The 6-step process (Braun and Clarke, 2006) is used in this study. This was a method for finding, analysing, organizing, summarizing, and interpreting ideas in a set of data (Braun & Clarke, 2006). The researchers used thematic analysis to divide information into three-part which means transcript of respondents, code, and theme. Theme one is the fast-food consumption pattern among students. While theme two is the impact of fast-food consumption among students. From both themes, researchers organize codes. In addition, researchers list down 15 respondents' answers for both themes and then find one respondent from both themes who answer the research questions which fulfil the research objectives with more information.

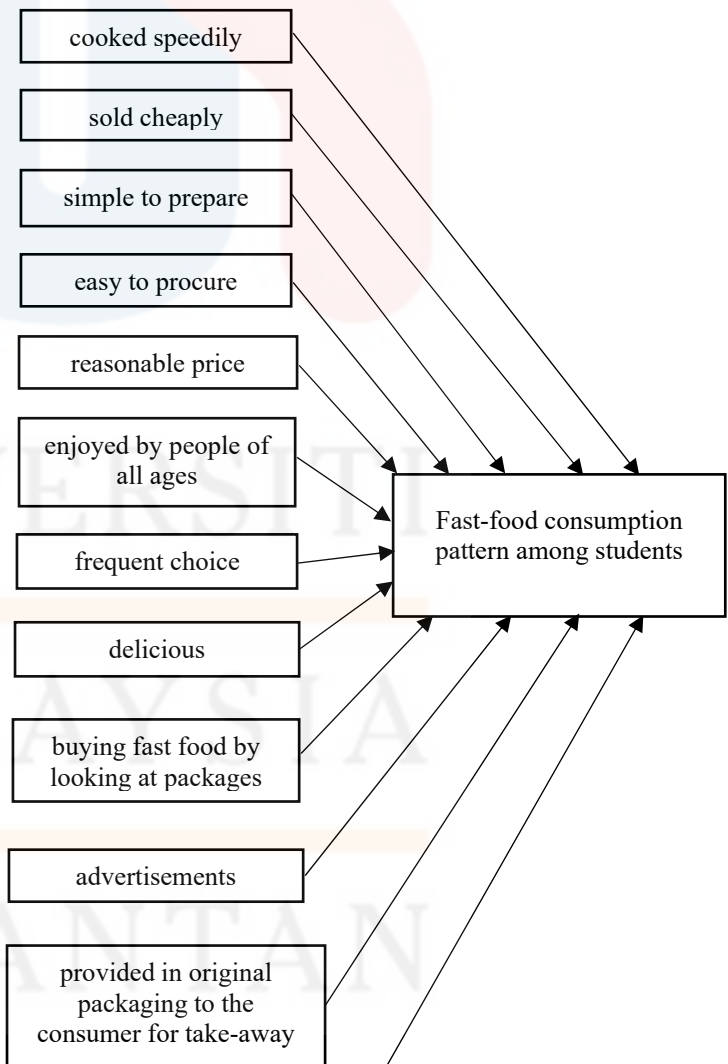


Researcher's Question

What do you know about fast-food consumption? And why do you consume fast food?

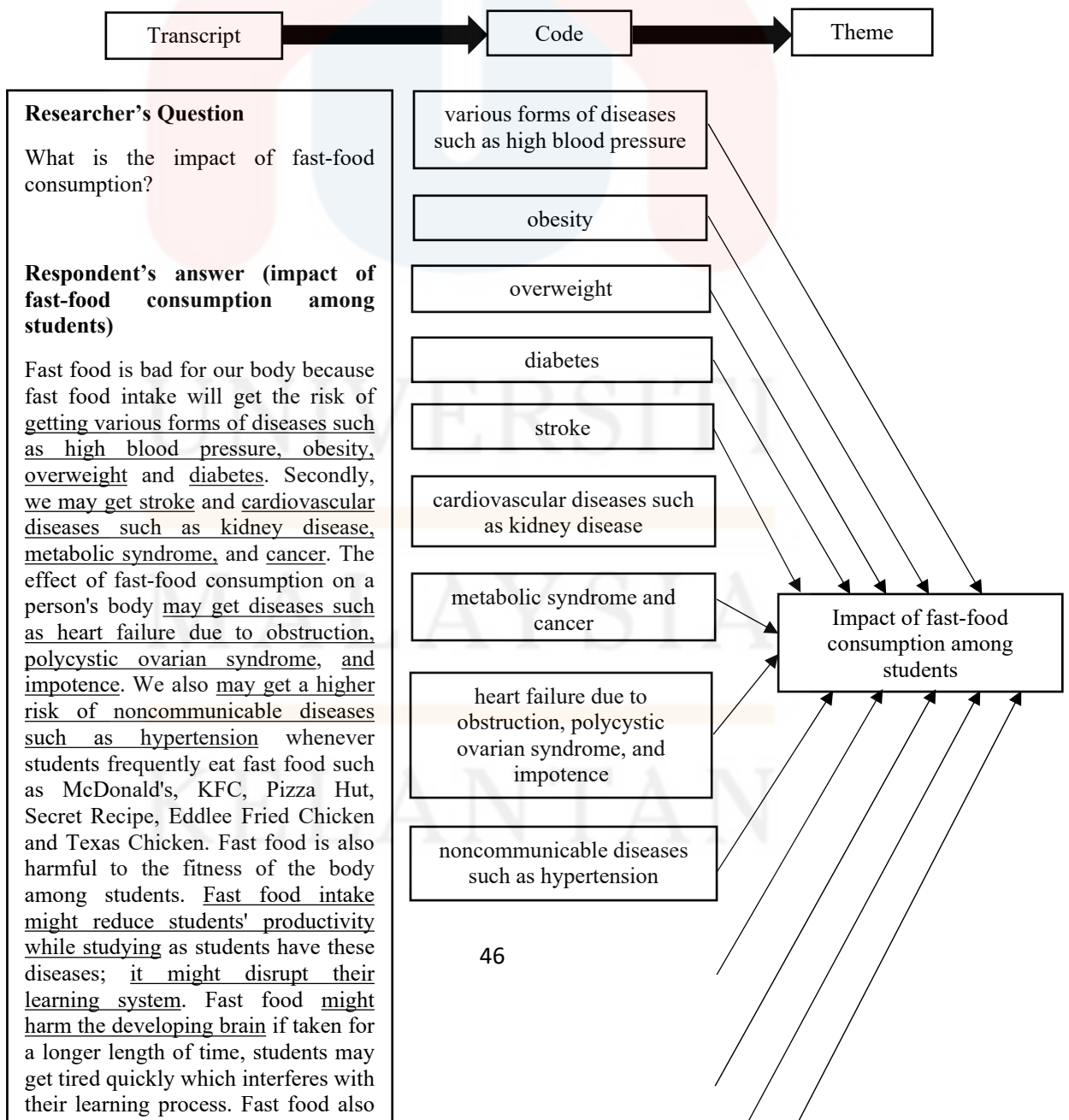
Respondent's answer (fast-food consumption pattern among students)

Yes, I know about fast food consumption. Fast food is any meal that can be cooked speedily and sold cheaply. Secondly, fast foods also are simple to prepare, easy to procure, reasonable price, and enjoyed by people of all ages. This could come from various eateries, including those with table service, quick service, takeaway, drive-thru, as well as delivery. I consume fast food because fast food also is known to be a frequent choice and delicious. Students are easily attracted to buying fast food by looking at packages and advertisements before trying the taste through handphones and fast-food applications. Moreover, fast food is provided in original packaging to the consumer for take-away. The types of fast food available near the Universiti Malaysia Kelantan (Campus Kota) which I eat frequently are McDonald's, Pizza Hut, Eddlee Fried Chicken, Secret Recipe, KFC, and Texas Chicken within 6-9 times per month. The aroma of fast-food makes my mouth water and it appears as well as smells so good and tempts me to



aroma of fast-food makes my mouth water and it appears as well as smells so good

Diagram 4.1: Theme one fast-food consumption pattern among students



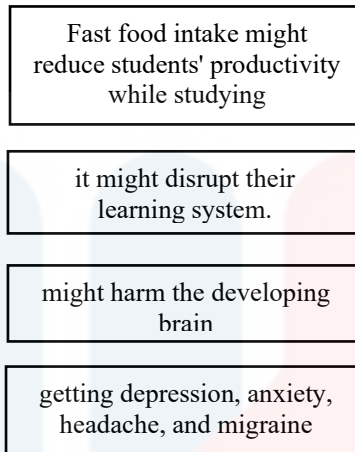


Diagram 4.2: Theme two impact of fast-food consumption among students

Table 4.1: Fast-food consumption pattern among students

Theme	Codes
Fast-food consumption pattern among students	<ul style="list-style-type: none"> • Cooked speedily • Sold cheaply • Simple to prepare • Easy to procure • Reasonable price • Enjoyed by people of all ages • Frequent choice • Delicious • Buying fast food by looking at packages • Advertisements • Provided in original packaging to the consumer for take-away • Aroma of fast-food makes my mouth water and it appears as well as smells so good

Table 4.2: Impact of fast-food consumption among students

- Various forms of diseases such as high blood pressure
- Obesity
- Overweight
- Diabetes
- Stroke
- Cardiovascular diseases such as kidney disease
- Metabolic syndrome and cancer
- Heart failure due to obstruction, polycystic ovarian syndrome, and impotence

Theme	Codes

Research Objectives 1: To analyse the fast-food consumption pattern among students in Universiti Malaysia Kelantan (Campus Kota).

Theme 1: Fast-food consumption pattern among students

Interview's Transcription (15 undergraduate student respondents)

Respondent 1, 23 years old, an Indian female from faculty FHPK 3rd year. Yes, I know about fast food consumption. Fast food is preferred by people for a variety of reasons, including convenience, flavour, and enjoyment. The types of fast food available near the Universiti Malaysia Kelantan (Campus Kota) which I eat frequently are McDonald's, Eddlee Fried Chicken, KFC, and Pizza Hut within 5-7 times per month.

I consume fast food because fast food is prepared quickly and moderately inexpensive. That's why most students buy and eat fast food to save time.

(Respondent 1)

Respondent 2, 23 years old, a Bumiputera Sabah male from faculty FHPK 3rd year semester six. Yes, I know about fast food consumption. Fast food is usually referred to as a hamburger, pizza, French fries, noodles, taco, hotdog, or any type of food that can be prepared and served faster at a low price. The types of fast food available near the Universiti Malaysia Kelantan (Campus Kota) which I eat frequently are McDonald's, Pizza Hut, and Eddlee Fried Chicken 4-5 times per month. I consume fast food because fast food is easily accessible for customers and delicious.

(Respondent 2)

Respondent 3, 23 years old, a Malay female from faculty FHPK 3rd year. Yes, I know about fast food consumption. Fast foods are simple to prepare, easy to procure, reasonable price, and enjoyed by people of all ages. The types of fast food available near the UMK (Campus Kota) which I eat frequently are McDonald's, Secret Recipe, Pizza Hut, Eddlee Fried Chicken and KFC within 5-8 times per month. I consume fast food because fast food is known to be a frequent choice, affordable price and due to the promotion.

(Respondent 3)

Respondent 4, 23 years old, a Malay male from faculty FHPK 3rd year. Yes, I know about fast food consumption. Fast food that is easily purchased on a self-service basis or runs a dining place with no waiting service. The types of fast food available near the Universiti Malaysia Kelantan which I eat frequently are McDonald's, Pizza Hut, KFC, and Eddlee Fried Chicken within 3-5 times per month. I consume fast food because fast food is inexpensive, convenient, and tastes good.

(Respondent 4)

Respondent 5, 23 years old, a Bumiputera Sabah male from faculty FHPK 3rd year. Yes, I know about fast food consumption. Fast food is any meal that can be cooked speedily and sold cheaply. The types of fast food available near the Universiti Malaysia Kelantan (Campus Kota) which I eat frequently are McDonald's, Pizza Hut, Eddlee Fried Chicken and Texas Chicken 2-4 times per month. I consume fast food because fast food is provided in original packaging to the consumer for take-away.

(Respondent 5)

Respondent 6, 23 years old, a Malay male from faculty FHPK 3rd year. Yes, I know about fast food consumption. Fast foods are simple to prepare, convenient, reasonable in price, and enjoyed by people of all ages. The types of fast food available near the UMK (Campus Kota) which I eat frequently are McDonald's, KFC, Secret Recipe and Eddlee Fried Chicken within 3-5 times per month. I consume fast food because fast food, such as hamburgers, French fries, and pizza, is often made ready rapidly, easily accessible, and very delicious.

(Respondent 6)

Respondent 7, 23 years old, a Malay male from faculty FHPK 3rd year. Yes, I know about fast food consumption. Fast food is made by eateries that prioritise pace as well as affordability over quality and nutritious content. Examples of fast food are the cheeseburgers and McChicken from McDonald's. The types of fast food available near the UMK (Campus Kota) which I eat frequently are McDonald's, Texas Chicken, Secret Recipe, Eddlee Fried Chicken and Pizza Hut within 4-6 times per month. I consume fast food because fast food flavours and taste are unique, and we do not get the same flavours and taste whenever we cook or make and buy at a food stall. Fast food is also prepared quickly which can save our time.

(Respondent 7)

Respondent 8, 23 years old, a Bumiputera Sabah male from faculty FHPK 3rd year. Yes, I know about fast food consumption. Fast food is any meal that can be cooked speedily and sold cheaply. Students choose to consume fast food since it is inexpensive, tasty, and simple to buy and consume. The types of fast food available near the Universiti Malaysia Kelantan (Campus Kota) which I eat frequently are McDonald's, KFC, Secret Recipe and Pizza Hut within 3-6 times per month. I consume fast food because fast food is known to be a frequent choice, easily accessible for students, delicious and reasonable price.

(Respondent 8)

Respondent 9, 23 years old, an Indian female from faculty FHPK 3rd year. Yes, I know about fast food consumption. Fast foods are prepared and served faster at a low price. The types of fast food available near the UMK (Campus Kota) which I eat frequently are McDonald's, Eddlee Fried Chicken, Pizza Hut, and Texas Chicken within 2-5 times per month. I consume fast food because fast foods are simple to prepare, easy to procure, reasonably priced, and enjoyed by individuals of all ages.

(Respondent 9)

Respondent 10, 23 years old, an Indian female from faculty FHPK 3rd year. Yes, I know about fast food consumption. Fast food is any meal that can be cooked speedily and sold cheaply. Secondly, fast foods also are simple to prepare, easy to procure, reasonable price, and enjoyed by people of all ages. This could come from various eateries, including those with table service, quick service, takeaway, drive-thru, as well as delivery. I consume fast food because fast food also is known to be a frequent choice and delicious. Students are easily attracted to buying fast food by looking at packages and advertisements before trying the taste through handphones and fast-food applications. Moreover, fast food is provided in original packaging to the consumer for take-away. The types of fast food available near the Universiti Malaysia Kelantan (Campus Kota) which I eat frequently are McDonald's, Pizza Hut, Eddlee Fried Chicken, Secret Recipe, KFC, and Texas Chicken within 6-9 times per month. The aroma of fast-food makes my mouth water and it appears as well as smells so good and tempts me to consume it.

(Respondent 10)

Respondent 11, 23 years old, a Malay female from faculty FHPK 3rd year. Yes, I know about fast food consumption. Fast foods were readily available, simple to prepare, and many of them taste excellent, frequent consumption becomes an addiction. Fast food is a daily presence in the lives of nearly everyone especially students at the Universiti Malaysia Kelantan (Campus Kota). I consume fast food because fast food is prepared quickly, affordable price and is easily accessible for students. The types of fast food available near the UMK (Campus Kota) which I eat frequently are McDonald's, Eddlee Fried Chicken, KFC, Texas Chicken and Secret Recipe within 3-7 times per month.

(Respondent 11)

Respondent 12, 23 years old, a Bumiputera Sabah female from faculty FHPK 3rd year. Yes, I know about fast food consumption. Fast food is produced and served by restaurants with a significant emphasis on "speed of service" and is presented in well-organized packaging. I consume fast food because fast food is easily obtainable, simple to prepare, and many of the flavours are excellent and very delicious. The types of fast food available near the Universiti Malaysia Kelantan (Campus Kota) which I eat frequently are McDonald's, Eddlee Fried Chicken, Secret Recipe and Pizza Hut within 2-6 times per month.

(Respondent 12)

Respondent 13, 23 years old, a Malay female from faculty FHPK 3rd year. Yes, I know about fast food consumption. Fast foods are either pre-cooked or could be cooked

for a shorter period than normal foods. I consume fast food because affordable price, often made ready rapidly, and delicious. The types of fast food available near the Universiti Malaysia Kelantan which I eat frequently are McDonald's, KFC, and Eddlee Fried Chicken to 3-4 times per month.

(Respondent

13)

Respondent 14, 23 years old, an Indian female from faculty FHPK 3rd year. Yes, I know about fast food consumption. The fast-food consumption pattern among students in Universiti Malaysia Kelantan (Campus Kota) is fast food which can be immediately made and delivered to customers. I consume fast food because of its unique flavour, deliciousness, ease to procure, moderately inexpensive and products use appropriate marketing to attract buyers. The types of fast food available near the UMK (Campus Kota) which I eat frequently are McDonald's, Pizza Hut, Texas Chicken and Eddlee Fried Chicken within 2-4 times per month.

(Respondent

14)

Respondent 15, 23 years old, a Malay male from faculty FHPK 3rd year. Yes, I know about fast food consumption. Fast foods are simple to prepare, easy to procure, and reasonable in price, convenience, and enjoyment. I consume fast food because fast food is special in taste, spiciness, flavours, cooked speedily, reasonable price, original packaging to the consumer for the take-away and beautiful ambience of a fast-food restaurant. The types of fast food available near the Universiti Malaysia Kelantan

(Campus Kota) which I eat frequently are McDonald's, Eddlee Fried Chicken, Pizza Hut, KFC, and Texas Chicken 4-5 times per month.

(Respondent 15)

Research Objectives 2: To analyse the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota).

Theme 2: Impact of fast-food consumption among students

Interview's Transcription (15 undergraduate student respondents)

Respondent 1, 23 years old, an Indian female from faculty FHPK 3rd year. Fast food is bad for our body because fast food intake will get the risk of getting various forms of diseases such as high blood pressure, obesity, and overweight. The effect of fast-food consumption on a person's body is fast food leads to weight gain. Fast food

intake might reduce students' productivity while studying as excessive saturated fast-food intake throughout teenage might damage cognitive abilities in maturity.

(Respondent 1)

Respondent 2, 23 years old, a Bumiputera Sabah male from faculty FHPK 3rd year semester six. Fast food is bad for our body because we may get kidney disease and cancer whenever eat more fast food, especially late at night. The effect of fast-food consumption on a person's body may get non-alcoholic fatty liver disease. Fast food intake might reduce students' productivity while studying such as fast food might impact students to get tired quickly and interfere with their learning process.

(Respondent 2)

Respondent 3, 23 years old, a Malay female from faculty FHPK 3rd year. Fast food is bad for our body because we may get stroke and cardiovascular diseases whenever consume a lot of fast food regardless of time. The effect of fast-food consumption on a person's body may get atherosclerosis disease such as coronary artery disease. Fast food intake might reduce students' productivity while studying as the impact of tooth decay and cavities from fast food might make students less confident when confronted by classmates or they speak in public.

(Respondent 3)

Respondent 4, 23 years old, a Malay male from faculty FHPK 3rd year. Fast food is bad for our body because we may get chronic diseases such as osteoarthritis. The effect of fast-food consumption on a person's body is harmful to the fitness of the body among students. Fast food intake might reduce students' productivity while studying such as students sleeping less than 10 hours a day whenever consuming more soda beverages.

(Respondent 4)

Respondent 5, 23 years old, a Bumiputera Sabah male from faculty FHPK 3rd year. Fast food is bad for our body because we may get diseases such as heart failure due to obstruction. The effect of fast-food consumption on a person's body young men whose eating patterns are a lot of fast food tend may get have fewer sperm counts. Fast food intake might reduce students' productivity while studying as fast food might harm the developing brain if taken for a longer length of time.

(Respondent 5)

Respondent 6, 23 years old, a Malay male from faculty FHPK 3rd year. Fast food is bad for our body because we may get diseases such as obesity, diabetes, and polycystic ovarian syndrome. The effect of fast-food consumption on a person's body is the high salt content can produce high blood pressure in the body. Fast food intake can reduce students' productivity while studying such as fast food can lead to sudden weight gain and risk of obesity and diabetes. Students have these diseases; it might disrupt their learning system.

(Respondent 6)

Respondent 7, 23 years old, a Malay male from faculty FHPK 3rd year. Fast food is bad for our body because fast food intake will get the risk of getting various forms of diseases such as heart attack, obesity, and stroke. The effect of fast-food consumption on a person's body may get a higher risk of noncommunicable diseases such as hypertension. Fast food intake might reduce students' productivity while studying as fast food might lead to getting a stress at a high level and a lack of concentration whenever lecturers teach.

(Respondent 7)

Respondent 8, 23 years old, a Bumiputera Sabah male from faculty FHPK 3rd year. Fast food is bad for our body because we may get various diseases such as allergies, obesity, heart disease, blood pressure and kidney disease. The effect of fast-food consumption on a person's body may get chronic fatigue and insomnia whenever eat a lot of fast food such as burgers, hotdogs, fried chicken, and French Fries. Fast food intake might reduce students' productivity while studying as fast food might lead to getting depression, and anxiety. Students may get tired quickly this is because it interferes with their learning process.

(Respondent 8)

Respondent 9, 23 years old, an Indian female from faculty FHPK 3rd year. Fast food is bad for our body because we may get various diseases such as obesity, cardiovascular diseases, metabolic syndrome, heart attack and cancer. The effect of fast-food consumption on a person's body may get gastrointestinal problems such as constipation, diarrhea, and acid reflux. Fast food intake might reduce students' productivity while studying such as fast food might lead to increasing headache and migraine frequency whenever they study. Students have these diseases; it might disrupt their learning system.

(Respondent 9)

Respondent 10, 23 years old, an Indian female from faculty FHPK 3rd year. Fast food is bad for our body because we may get diseases such as overweight, obesity, several malignancies, heart failure and impotence. The effect of fast-food consumption on a person's body may get tooth decay. This is because there is an intake of soda content found in fast food ingredients. Fast food intake might reduce students' productivity while studying such as the carbohydrates and sugars in fast food might cause tooth decay. It might make students less confident when confronted by classmates, shy and stressed.

(Respondent 10)

Respondent 11, 23 years old, a Malay female from faculty FHPK 3rd year. Fast food is bad for our body because fast food intake will get diseases such as obesity, diabetes, stroke, and cardiovascular diseases. The effect of fast-food consumption on a

person's body may get a higher risk of metabolic syndrome, non-alcoholic fatty liver disease and heart disease. Fast food intake might reduce students' productivity while studying as excessive saturated fast-food intake throughout teenage might damage cognitive abilities in maturity. It will disrupt their learning system.

(Respondent 11)

Respondent 12, 23 years old, a Bumiputera Sabah female from faculty FHPK 3rd year. Fast food is bad for our body because we may get diseases such as obesity, overweight, cancer, osteoarthritis, heart attack, diabetes, and tooth decay. The effect of fast-food consumption on a person's body may get chronic inflammation such as body pain, weight gain, and arthralgia. Fast food intake might reduce students' productivity while studying such as we might be sleeping and getting the risk of memory problems.

(Respondent 12)

Respondent 13, 23 years old, a Malay female from faculty FHPK 3rd year. Fast food is bad for our body because fast food intake will get the risk of getting various forms of diseases such as high blood pressure, obesity, overweight and diabetes. Secondly, we may get stroke and cardiovascular diseases such as kidney disease, metabolic syndrome, and cancer. The effect of fast-food consumption on a person's body may get diseases such as heart failure due to obstruction, polycystic ovarian syndrome, and impotence. We also may get a higher risk of noncommunicable diseases such as hypertension whenever students frequently eat fast food such as McDonald's, KFC, Pizza Hut, Secret Recipe, Eddlee Fried Chicken and Texas Chicken. Fast food is

also harmful to the fitness of the body among students. Fast food intake might reduce students' productivity while studying as students have these diseases; it might disrupt their learning system. Fast food might harm the developing brain if taken for a longer length of time, students may get tired quickly which interferes with their learning process. Fast food also might lead to getting depression, anxiety, headache, and migraine frequency whenever studying. Students might lose their concentration whenever lecturers teach and not finished their assignments. Finally, students' exam result scores might go down.

(Respondent 13)

Respondent 14, 23 years old, an Indian female from faculty FHPK 3rd year. Fast food is bad for our body because fast food intake may get the risk of getting various forms of diseases such as obesity, kidney disease, diabetes, and high blood pressure. The effect of fast-food consumption on a person's body may get an atherosclerosis disease, shortness of breath, and angina which means chest pain caused by the reduced blood supply to the heart. Fast food intake might reduce students' productivity while studying such as students sleeping less than 10 hours a day whenever consuming more soda beverages such as Coca-Cola, Sprite, Pepsi, Fanta, Mirinda strawberry, Mountain dew, 7-Up and more else. This is because students cannot concentrate in class during lecture teaching so they will sleep.

(Respondent 14)

Respondent 15, 23 years old, a Malay male from faculty FHPK 3rd year. Fast food is bad for our body because fast food intake may get various diseases such as overweight, obesity, cancer, high blood pressure, teeth might decay and a high risk of heart disease. The effect of fast-food consumption on a person's body might increase the risk of breast cancer, get loss of appetite, digestion, insomnia, and a high risk of sleep disorders. Fast food intake might reduce students' productivity while studying such as fast food might cause students to get tired quickly, stressed, and tension. This is because students cannot concentrate in class during lecture teaching so they will sleep and not come to university regularly.

(Respondent 15)

Table 4.3: Theme one fast-food consumption pattern among students

Theme	Interview's Transcription (15 respondents)
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<p>1. Fast-food consumption pattern among students.</p>	<p>R1: Fast food is preferred by people for a variety of reasons, including convenience, flavour, and enjoyment. Fast food is prepared quickly and moderately inexpensive.</p> <p>R2: Fast food is usually referred to as a hamburger, pizza, French fries, noodles, taco, hotdog, or any type of food that can be prepared and served faster at a low price. Fast food is easily accessible for customers and delicious.</p> <p>R3: Fast foods are simple to prepare, easy to procure, reasonable price, and enjoyed by people of all ages. Fast food is known to be a frequent choice, affordable price and due to the promotion.</p> <p>R4: Fast food that is easily purchased on a self-service basis or runs a dining place with no waiting service. Fast food is inexpensive, convenient, and tastes good.</p> <p>R5: Fast food is any meal that can be cooked speedily and sold cheaply. Fast food is provided in original packaging to the consumer for take-away.</p> <p>R6: Fast foods are simple to prepare, convenient, reasonable in price, and enjoyed by people of all ages. Fast food, such as hamburgers, French fries, and pizza, is often made ready rapidly, easily accessible, and very delicious.</p> <p>R7: Fast food made by eateries that prioritise pace as well as affordability over quality and nutritious content. Examples of fast food are the cheeseburgers and McChicken from McDonald's. Fast food flavours and tastes are unique, and we do not get the same flavours and tastes whenever we cook or make and buy at a food stall. Fast food is also prepared quickly which can save our time.</p> <p>R8: Fast food is any meal that can be cooked speedily and sold cheaply. Students choose to consume fast food since it is inexpensive, tasty, and simple to buy and consume. Fast food is known to be a frequent choice, easily accessible for students, delicious and reasonable price.</p> <p>R9: Fast foods are prepared and served faster at a low price. Fast foods are simple to prepare, easy to procure, reasonably priced, and enjoyed by individuals of all ages.</p> <p>R10: Fast food is any meal that can be cooked speedily and sold cheaply. Secondly, fast foods also are simple to prepare, easy to procure, reasonable price, and enjoyed by people of all ages. This could come from various eateries, including those with table service, quick service, takeaway, drive-thru, as well as delivery. I consume fast food because fast food also is known to be a frequent choice and delicious. Students are easily attracted to buying fast food by looking at packages and advertisements before trying the taste through handphones and fast-food applications. Moreover, fast food is provided in original packaging to the consumer for take-away. The aroma of fast-food makes my mouth water and it appears as well as smells so good and tempts me to consume it.</p> <p>R11: Fast foods were readily available, simple to prepare, and many of them taste excellent, frequent consumption becomes an addiction. Fast food is a daily presence in the lives of nearly everyone especially students at the Universiti Malaysia Kelantan. Fast food is prepared quickly, affordable price and is easily accessible for students.</p> <p>R12: Fast food produced and served by restaurants with a significant</p>
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emphasis on "speed of service" and is presented in well-organized packaging. Fast food is easily obtainable, simple to prepare, and many of the flavours are excellent and very delicious.

R13: Fast foods which are either pre-cooked or could be cooked for a shorter period than normal foods. Fast food is the affordable price, often made ready rapidly, and delicious.

R14: Fast food which can be immediately made and delivered to customers. Fast food is unique in flavour, delicious, easy to procure, moderately inexpensive and products use appropriate marketing to attract buyers.

R15: Fast foods are simple to prepare, easy to procure, and reasonable in price, convenience, and enjoyment. Fast food is special in taste, spiciness, flavours, cooked speedily, reasonable price, original packaging to the consumer for the take-away and beautiful ambience of a fast-food restaurant.

Table 4.4: Theme two impact of fast-food consumption among students

Theme	Interview's Transcription (15 respondents)
<p>2. Impact of fast-food consumption among students.</p>	<p>R1: Fast food intake will get the risk of getting various forms of diseases such as high blood pressure, obesity, and overweight. Fast food leads to weight gain. Fast food intake might reduce students' productivity while studying as excessive saturated fast-food intake throughout teenage might damage cognitive abilities in maturity.</p> <p>R2: Fast food is bad for our body because we may get kidney disease and cancer whenever eat more fast food, especially late at night. The effect of fast-food consumption on a person's body may get non-alcoholic fatty liver disease. Fast food intake might reduce students' productivity while studying such as fast food might impact students to get tired quickly and interfere with their learning process.</p> <p>R3: Fast food is bad for our body because we may get stroke and cardiovascular diseases whenever consume a lot of fast food regardless of time. The effect of fast-food consumption on a person's body may get atherosclerosis disease such as coronary artery disease. Fast food intake might reduce students' productivity while studying as the impact of tooth decay and cavities from fast food might make students less confident when confronted by classmates or they speak in public.</p> <p>R4: Fast food is bad for our body because we may get chronic diseases such as osteoarthritis. The effect of fast-food consumption on a person's body is harmful to the fitness of the body among students. Fast food intake might reduce students' productivity while studying such as students sleeping less than 10 hours a day whenever consuming more soda beverages.</p> <p>R5: Fast food is bad for our body because we may get diseases such as heart failure due to obstruction. The effect of fast-food consumption on a person's body young men whose eating patterns are a lot of fast food tend may get have fewer sperm counts. Fast food intake might reduce students' productivity while studying as fast food might harm the developing brain if taken for a longer length of time.</p> <p>R6: Fast food is bad for our body because we may get diseases such as obesity, diabetes, and polycystic ovarian syndrome. The effect of fast-food consumption on a person's body is the high salt content can produce high blood pressure in the body. Fast food intake can reduce students' productivity while studying such as fast food can lead to sudden weight gain and risk of obesity and diabetes. Students have these diseases; it might disrupt their learning system.</p> <p>R7: Fast food is bad for our body because fast food intake will get the risk of getting various forms of diseases such as heart attack, obesity, and stroke. The effect of fast-food consumption on a person's body may get a higher risk of noncommunicable diseases such as hypertension. Fast food intake might reduce students' productivity while studying as fast food might lead to getting a stress at a high level and a lack of concentration whenever lecturers teach.</p> <p>R8: Fast food is bad for our body because we may get various diseases such as allergies, obesity, heart disease, blood pressure and kidney disease. The effect of fast-food consumption on a person's body may get chronic fatigue and insomnia whenever eat a lot of fast food such as burgers, hotdogs, fried chicken, and French Fries. Fast food intake might reduce students' productivity while studying as fast food might lead to getting depression, and anxiety. Students may get tired quickly</p>

this is because it interferes with their learning process.

R9: Fast food is bad for our body because we may get various diseases such as obesity, cardiovascular diseases, metabolic syndrome, heart attack and cancer. The effect of fast-food consumption on a person's body may get gastrointestinal problems such as constipation, diarrhea, and acid reflux. Fast food intake might reduce students' productivity while studying such as fast food might lead to increasing headache and migraine frequency whenever they study. Students have these diseases; it might disrupt their learning system.

R10: Fast food is bad for our body because we may get diseases such as overweight, obesity, several malignancies, heart failure and impotence. The effect of fast-food consumption on a person's body may get tooth decay. This is because there is an intake of soda content found in fast food ingredients. Fast food intake might reduce students' productivity while studying such as the carbohydrates and sugars in fast food might cause tooth decay. It might make students less confident when confronted by classmates, shy and stressed.

R11: Fast food is bad for our body because fast food intake will get diseases such as obesity, diabetes, stroke, and cardiovascular diseases. The effect of fast-food consumption on a person's body may get a higher risk of metabolic syndrome, non-alcoholic fatty liver disease and heart disease. Fast food intake might reduce students' productivity while studying as excessive saturated fast-food intake throughout teenage might damage cognitive abilities in maturity. It will disrupt their learning system.

R12: Fast food is bad for our body because we may get diseases such as obesity, overweight, cancer, osteoarthritis, heart attack, diabetes, and tooth decay. The effect of fast-food consumption on a person's body may get chronic inflammation such as body pain, weight gain, and arthralgia. Fast food intake might reduce students' productivity while studying such as we might be sleeping and getting the risk of memory problems.

R13: Fast food is bad for our body because fast food intake will get the risk of getting various forms of diseases such as high blood pressure, obesity, overweight and diabetes. Secondly, we may get stroke and cardiovascular diseases such as kidney disease, metabolic syndrome, and cancer. The effect of fast-food consumption on a person's body may get diseases such as heart failure due to obstruction, polycystic ovarian syndrome, and impotence. We also may get a higher risk of noncommunicable diseases such as hypertension whenever students frequently eat fast food such as McDonald's, KFC, Pizza Hut, Secret Recipe, Eddlee Fried Chicken and Texas Chicken. Fast food is also harmful to the fitness of the body among students. Fast food intake might reduce students' productivity while studying as students have these diseases; it might disrupt their learning system. Fast food might harm the developing brain if taken for a longer length of time, students may get tired quickly which interferes with their learning process. Fast food also might lead to getting depression, anxiety, headache, and migraine frequency whenever studying. Students might lose their concentration whenever lecturers teach and not finished their assignments. Finally, students' exam result scores might go down.

R14: Fast food is bad for our body because fast food intake may get the risk of getting various forms of diseases such as obesity, kidney disease, diabetes, and high blood pressure. The effect of fast-food

consumption on a person's body may get an atherosclerosis disease, shortness of breath, and angina which means chest pain caused by the reduced blood supply to the heart. Fast food intake might reduce students' productivity while studying such as students sleeping less than 10 hours a day whenever consuming more soda beverages such as Coca-Cola, Sprite, Pepsi, Fanta, Mirinda strawberry, Mountain dew, 7-Up and more else. This is because students cannot concentrate in class during lecture teaching so they will sleep.

R15: Fast food is bad for our body because fast food intake may get various diseases such as overweight, obesity, cancer, high blood pressure, teeth might decay and a high risk of heart disease. The effect of fast-food consumption on a person's body might increase the risk of breast cancer, get loss of appetite, digestion, insomnia, and a high risk of sleep disorders. Fast food intake might reduce students' productivity while studying such as fast food might cause students to get tired quickly, stressed, and tension. This is because students cannot concentrate in class during lecture teaching so they will sleep and not come to university regularly.

4.3 SUMMARY

In summary, this chapter will cover findings and discussion based on research questions. The purpose of this chapter is to know the respondent's answers about fast-food consumption patterns among students in Universiti Malaysia Kelantan (Campus Kota) and the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). Researchers list down 15 respondents' answers for both themes and then findings one respondent from both themes who answer the research questions which fulfil the research objectives with more information.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter five is a concluding chapter that will state the link with previous studies, research findings, the limitation of this study, the recommendation for improvement for the future and a summary. The link with previous studies is related to the literature review from past researchers on fast-food consumption among students. The researchers come out with the research finding from the data analysis after making an in-depth interview, in which the researchers conducted the interviews online and asked all interviewers open-ended questions through the Google Meet application. The researchers also come out with limitations of study during making the research and when collecting data from the respondents. Lastly, the researchers come out with a recommendation for the future of the research topic which is fast-food consumption among students in the Universiti Malaysia Kelantan (Campus Kota) and conclude this study by summary.

5.2 LINK WITH PREVIOUS STUDIES

In this section, the link with previous studies related to the literature review from past researchers on fast-food consumption among students. Researchers link with previous studies related to the literature review from past researchers on fast-food consumption among students by using 15 undergraduate student respondents to answer section B and section C research questions. Research questions for section B are what is the fast-food consumption pattern among students in Universiti Malaysia Kelantan (Campus Kota)? While research question for section C is what is the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota)? The Google Meet platform was used to uncover and offer this way of gathering data in the in-depth interview which is the researchers conducted interview online with open-ended questions are asked to all interviewers through the Google Meet application. In-depth interviews entail the use of open-ended questions and follow-up inquiries to learn more about the respondents' experiences, perspectives, opinions, feelings, and expertise. In section B, researchers ask respondents what do they know about fast-food consumption? And why do you consume fast food? The answer from respondents 1, 3, 9, 10 and 11 is fast food is prepared quickly and moderately inexpensive. This answer is linked to the previous studies which are fast food is prepared quickly, easily accessible, moderately inexpensive and is preferred by most people of all ages group (Majabadi et al., 2016). Furthermore, the answer from respondent 2 is fast food is usually referred to as a hamburger, pizza, French fries, noodles, taco, hotdog, or any type of food that can be

prepared and served faster at a low price. This answer is linked to the previous studies which are fast food is usually referred to as a hamburger, pizza, French fries, noodles, taco, hotdog, or any type of food that can be prepared and served faster at a low price (Nik Nairan Abdullah et al., 2016). The answer from respondent 8 is fast food is known to be a frequent choice, easily accessible for students, delicious and reasonable price. This answer is linked to the previous studies which are fast food is known to be a frequent choice, easy for customers, delicious, and affordable price (Xiao Yang & Iqbal, 2018).

The answer from respondent 4 is fast food that is easily purchased on a self-service basis or runs a dining place with no waiting service. This answer is linked to the previous studies which are fast food is also defined as food that is easily purchased on a self-service basis or runs a dining place with no waiting service (Fryar et al., 2018). The answer from respondents 5 and 10 is fast food is provided in original packaging to the consumer for take-away. This answer is linked to the previous studies which are fast food, such as hamburgers, French fries, and pizza is often made ready rapidly, ordered in self-service from eateries using precooked components, and provided in original packaging to the consumer for take-away (Nora A. ALFaris et al., 2015). The answer from respondent 10 is students are easily attracted to buying fast food by looking at packages and advertisements before trying the taste through handphoned and fast-food applications. This answer is linked to the previous studies which are students are easily attracted to buying fast food by looking at packages and advertisements before trying the taste (Imiru, 2017).

In section C, researchers asked respondents what is the impact of fast-food consumption? The answers from respondents 1,2,3,6,7,8,9,10,11,12,13,14 and 15 linked

to the previous studies which are fast-food owners who do not control and plan their fast-food intake will get the risk of getting various forms of diseases such as high blood pressure, obesity, diabetes, stroke, cardiovascular disease, and kidney disease (Dariush Mozaffarian, 2016). The answers from respondents 9, 11,12,13 and 15 linked to the previous studies which are fast-food restaurants might instil poor eating habits in teenagers and adults, contributing to a variety of health issues such as obesity and overweight, metabolic syndrome, diabetes, and cancer (Neha Rathi et al., 2017). The answers from respondents 2,3,7,9,11,13 and 14 linked to the previous studies which are adolescents overweight are linked to a higher risk of noncommunicable diseases such as hypertension, atherosclerosis, non-alcoholic fatty liver disease, and metabolic syndrome (Alison Tumilowicz et al., 2019). The answers from respondents 4 and 14 linked to the previous studies which are one student who slept less than 10 hours a day consumed more soda than one student who slept enough or more than 10 hours a day (Franckle, et al., 2015). The answers from respondents 1,6,9,11 and 13 linked to the previous studies which are excessive and uncontrolled intake of junk food can lead to sudden weight gain and risk of obesity and diabetes. If students have this disease, it will disrupt their learning system (Franckle, et al., 2015).

The answers from respondents 5 and 13 linked to the previous studies which are fast food might harm the developing brain if taken for a longer length of time while the teenage mind evolves (Franckle, et al., 2015). The answers from respondents 1 and 11 linked to the previous studies which are excessive saturated food intake throughout teenage may damage cognitive abilities in maturity (Urs Meyer, 2016). The answers from respondents 4,10,11 and 12 linked to the previous studies which are obesity and overweight people are more likely to develop chronic diseases such as diabetes, heart disease, high blood pressure, osteoarthritis, and several malignancies (Julia Anaf et al.,

2018). The answers from respondents 2,8 and 13 linked to the previous studies which are fast food cause an unusually large insulin surge, resulting in a drop in blood sugar. This situation will cause students to get tired quickly and interfere with their learning process (Fuhrman, 2018). The answer from respondent 6 linked to the previous studies which are that high salt content can produce high blood pressure in the body. Fast food contains a very high-calorie content (Jones, 2021). The answers from respondents 5,6,10 and 13 linked to the previous studies which are among them are diabetes, heart failure due to obstruction, polycystic ovarian syndrome, impotence, and fatty liver (Bustamam et al., 2021). The answers from respondents 3,10,12 and 15 linked to the previous studies which are fast food can cause tooth decay. This is because there is an intake of soda content found in fast food ingredients. The cause of tooth decay is often consuming fast foods or drinks that are attached and old to the teeth such as ice cream, honey, sugar, soda, dried fruit, cakes, biscuits, dried cereals, and chips. At the same time, fast food desserts will also add to the process of tooth decay and cavities (Bahari, 2020). The answer from respondent 5 linked with the previous studies which are young men whose eating patterns are a lot of fast food tends to have fewer sperm counts. It also has the potential to make a man infertile or impotent (Matthews, 2019).

5.3 RESEARCH FINDING

The researchers list down 15 respondents' answers for both themes and then find one respondent from both themes who answer the research questions which fulfil the research objectives with more information.

Findings of Theme 1 which is the fast-food consumption pattern among students in Universiti Malaysia Kelantan (Campus Kota). The fast-food consumption pattern is fast food is known to be a frequent choice, easy for customers, delicious, and affordable in price (Xiao Yang & Iqbal, 2018). Fast food is also prepared quickly, easily accessible, moderately inexpensive and is preferred by most people of all ages group (Majabadi et al., 2016). Fast food, such as hamburgers, French fries, and pizza, is often made ready rapidly, ordered in self-service from eateries using precooked components, and provided in original packaging to the consumer for take-away (Nora A. ALFaris et al., 2015).

Table 5.1: Findings of Theme 1

No	Findings of Fast-food consumption pattern	Interview's Transcription
1.	Fast-food consumption pattern among students	<p><i>Respondent 10, 23 years old, an Indian female from faculty FHPK 3rd year. Yes, I know about fast food consumption. Fast food is any meal that can be cooked speedily and sold cheaply. Secondly, fast foods also are simple to prepare, easy to procure, reasonable price, and enjoyed by people of all ages. This could come from various eateries, including those with table service, quick service, takeaway, drive-thru, as well as delivery. I consume fast food because fast food also is known to be a frequent choice and delicious. Students are easily attracted to buying fast food by looking at packages and advertisements before trying the taste through handphones and fast-food applications. Moreover, fast food is provided in original packaging to the consumer for take-away. The types of fast food available near the Universiti Malaysia Kelantan (Campus Kota) which I eat frequently are McDonald's, Pizza Hut, Eddlee Fried Chicken, Secret Recipe, KFC, and Texas Chicken within 6-9 times per month. The aroma of fast-food makes my mouth water and it appears as well as smells so good and tempts me to consume it.</i></p> <p>Researchers chose respondent 10 because this respondent answered the</p>

	<p>question more accurately and clearly. This respondent knows well a lot about fast food consumption patterns among students and this respondent also answered all questions about this theme with more confidence. This respondent was very clever. Researchers gain a better grasp of this respondent's opinions and experiences through in-depth interviews.</p> <p>Researchers are acquiring a deeper understanding of this respondent 10 and learning more from this respondent. The answers from this respondent to the research questions fulfil the research objectives with more information. This was the reason researchers choose this respondent 10 to do the research findings.</p>
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Findings of Theme 2 which is the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). The impact of fast-food consumption is fast-food intake will get the risk of getting various forms of diseases such as high blood pressure, obesity, diabetes, stroke, cardiovascular disease, and kidney disease (Dariush Mozaffarian, 2016). Fast-food restaurants might instil poor eating habits in teenagers and adults, contributing to a variety of health issues such as obesity and overweight, metabolic syndrome, diabetes, and cancer (Neha Rathi et al., 2017). Adolescent overweight is linked to a higher risk of noncommunicable diseases such as hypertension, atherosclerosis, non-alcoholic fatty liver disease, and metabolic syndrome (Alison Tumilowicz et al., 2019).

Table 5.2: Findings of Theme 2

No	Findings of Impact of Fast-food consumption	Interview's Transcription
1.	Impact of Fast-food consumption among students	<i>Respondent 13, 23 years old, a Malay female from faculty FHPK 3rd year. Fast food is bad for our body because fast food intake will get the risk of getting various forms of diseases such as high blood pressure, obesity, overweight and diabetes. Secondly, we may get stroke and cardiovascular diseases such as kidney disease, metabolic syndrome, and cancer. The effect of fast-food consumption on a person's body</i>

		<p><i>may get diseases such as heart failure due to obstruction, polycystic ovarian syndrome, and impotence. We also may get a higher risk of noncommunicable diseases such as hypertension whenever students frequently eat fast food such as McDonald's, KFC, Pizza Hut, Secret Recipe, Eddlee Fried Chicken and Texas Chicken.</i></p> <p><i>Fast food is also harmful to the fitness of the body among students. Fast food intake might reduce students' productivity while studying as students have these diseases; it might disrupt their learning system. Fast food might harm the developing brain if taken for a longer length of time, students may get tired quickly which interferes with their learning process. Fast food also might lead to getting depression, anxiety, headache, and migraine frequency whenever studying. Students might lose their concentration whenever lecturers teach and not finished their assignments. Finally, students' exam result scores might go down.</i></p> <p>Researchers chose respondent 13 because this respondent answered the question more accurately and clearly. This respondent better understands the impact of fast-food consumption among students in terms of viewpoints students, attitudes, students' real-life circumstances, and personal experiences. This respondent also answered all questions about this theme with more confidence. This respondent was very brilliant. Researchers gain a better grasp of this respondent's opinions and experiences through in-depth interviews. Researchers are acquiring a deeper understanding of this respondent 13 and learning more from this respondent. The answers from this respondent to the research questions fulfil the research objectives with more information. This was the reason researchers choose this respondent 13 to do the research findings.</p>
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5.4 LIMITATION

Limitations are happened in any study as the challenge to conclude an excellent research process and it is the same in this research. It is critically important for the researchers to be striving to minimize the range of scope of limitations throughout the research process. When conducting research, all research will encounter hurdles and problems. Firstly, researchers have difficulty conducting face-to-face in-depth interview sessions with respondents because of the pandemic Covid-19. Due to the pandemic of

Covid-19, most students are studying online from their homes. Therefore, the in-depth interview sessions were conducted online using an online platform such as the Google Meet application. Since some respondents have a poor internet connection, interview sessions often got interfered with the in-depth interview session. Due to the screen display stopping as well as the voice being unclear, makes it difficult to record data or answers from the respondents.

Secondly, the lack of previous studies on qualitative methods in fast food consumption among students also caused researchers to have difficulty obtaining additional information. There is a similar title, but it does not involve students and around Universiti Malaysia Kelantan in general. Other than that, it was a lack of previous studies in the research area. The title of this study is not yet doing research in the Universiti Malaysia Kelantan (Campus Kota) area. Researchers in the future need to find initiatives or use these research proposals to produce better research in the future.

Thirdly, limited time is one of the challenges that researchers have faced during conducting this research. In-depth interview sessions experienced limited time as researchers and respondents were busy with studies, coursework of each subject and online learning with a tight schedule. This is because it very difficult for researchers to get time from respondents to interview them. This causes this research paper to take a long time to complete.

In addition, the lack of a target population for in-depth interviews. Researchers could not take all the programme students at Universiti Malaysia Kelantan (Campus Kota) aged from the first year until the fourth year of study for in-depth interviews. The researchers collected data from in-depth interviews with close friends and acquaintances for this research, especially the respondents of undergraduate students from the

programme hospitality, tourism, and wellness i.e., students from year three. Due to the Covid-19 pandemic, most of the programme students study online from their homes. Researchers find it difficult to contact all the programme students to participate in the in-depth interview.

5.5 RECOMMENDATION

The recommendation is suggested in future that the researchers should think of what to do if in the future the virus of Covid-19 still exists that people cannot go out without a solid reason. The researchers can get a letter of permission from the police station to conduct the in-depth interview face to face with the respondents. This is because the researchers can communicate well with the respondents and researchers can get more data or answers in detail according to the research questions with respondents when in-depth interviews conducting face to face. If the researchers still conducted in-depth interviews through the Google Meet application, make sure the researchers should have any better ideas for those who have disrupted internet connection such as support of data connection to avoid poor internet connection. This is to make sure respondents are interested to answer the research questions.

Secondly, the recommendation is suggested in future that all universities need to publish many qualitative research and examples of qualitative research reports regarding fast-food consumption among students in Malaysia as a reference. All the universities

need to provide many secondary data sources in the library such as information about research in textbooks, journal articles, conferences, seminars, and thesis, both published and unpublished to obtain knowledge for conducting qualitative research. The study should be extended to another place other than Universiti Malaysia Kelantan (Campus Kota). This study has focused on samples collected from Universiti Malaysia Kelantan (Campus Kota), thus, the results taken from other parts of Malaysia might yield better and different results.

The next recommendation is suggested in future for a limited time researchers might change in-depth interviews through the Google Meet application to create research questions in the Google Form with the open-ended question asked to all respondents and send the Google Form through the WhatsApp, Telegram, Instagram, and E-mail to shorten respondents' time to answer.

In addition, the recommendation is suggested in future for lack of a target population that the researchers should take all the programme students in university ages from the first year until the fourth year of study at least one person from one programme. Researchers also should find the contact number of all the programme students to participate in the research. Thus, this can reduce the misunderstanding, and bias and produce better results for the study.

The recommendations on food consumption patterns for students are first, every day when students eat food, students should follow the Malaysian food pyramid 2022. As an example, students should consume accordingly *Pinggan Sihat Malaysia #SukuSukuSeparuh* which contains palm size of protein, sufficient size of fresh vegetables and fruits and grip size of carbohydrates. Every day, students should consume more than enough fresh fruits, vegetables, and dairy products per day.

Students should consume foods that contain protein such as fish 1 serving, chicken/eggs/meat 1-2 servings, legumes (soybeans, lentils, white beans, split peas, and kidney beans) 1 serving, milk and milk products 2 servings per day. Students should eat food once they are truly hungry. Meal serving sizes also should be kept within the standard amount.

Moreover, students should drink plain water 6 to 8 glasses per day because 1 glass of plain water is equal to 250ml. This is because students should drink enough water every day. Half of their plate should have green vegetables and fresh fruits. Students should consume whole-grain cereal-based products, tubers, boiled eggs, and fresh juice for breakfast. Students should avoid eating heavy foods after 8 pm and limit the intake of fats, oils, sugars, and salts for not giving disease to arise in their bodies. Practising a healthy lifestyle by consuming healthy foods like vegetables, fruits, salmon, egg, chicken breast, quinoa, oats, cereals, whole-grain cereal-based foods and more else may get prevent getting the risk of various forms of diseases such as high blood pressure, obesity, diabetes, stroke, cardiovascular disease, kidney disease, cancer, hypertension, metabolic syndrome, heart failure due to obstruction, polycystic ovarian syndrome, impotence, fatty liver, chronic diseases and can live a happy and healthy lifestyle with the family, friends, and beloved ones.

5.6 SUMMARY

In summary, this study has been accomplished to discover the fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). A total of 15 undergraduate student respondents from the age of 23 years old from Faculty Hospitality, Tourism and Wellness (FHPK) were selected from Universiti Malaysia Kelantan (Campus Kota) to analyse fast-food consumption patterns and the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). Researchers conclude that the Universiti Malaysia Kelantan (Campus Kota) can give some proper awareness to students in Universiti Malaysia Kelantan (Campus Kota) about the dangers of consuming fast food frequently. Researchers have explained many fast-food consumption patterns, the impact of fast-food consumption among students and suggested recommendations on food consumption patterns in this research. Essentially, the result shows that this study is accepted, and the researchers' objectives are accomplished. Researchers hope the findings of this study are helpful for future researchers. This will lead to enough sources and ideas for future researchers about this research.

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APPENDICES

**UNIVERSITI
MALAYSIA
KELANTAN**

Faculty of Hospitality, Tourism and Wellness

Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (FHPK)

**FAST-FOOD CONSUMPTION AMONG STUDENTS IN UNIVERSITI
MALAYSIA KELANTAN (CAMPUS KOTA)**

**PENGGUNAAN MAKANAN SEGERA DALAM KALANGAN PELAJAR
UNIVERSITI MALAYSIA KELANTAN (KAMPUS KOTA)**

Dear Respondent,

Responden yang dihormati,

We are students of Bachelor of Entrepreneurship (Hospitality) with Honors in Universiti Malaysia Kelantan (Campus Kota). As part of our Final Year Project (FYP), we are currently conducting a survey on Fast-Food Consumption Among Students in Universiti Malaysia Kelantan (Campus Kota). All the information in this in-depth interview will

be kept confidential and used for academic purposes only. Three sections have been created for in-depth interview questions. Whereas section A contained demographic questions, which are intended to gather basic information about respondents such as their background. Section B discusses the fast-food consumption pattern among students in Universiti Malaysia Kelantan (Campus Kota), whereas Section C discusses the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). The questions were written in a bilingual language to ensure that the respondents understood the study questions and responded appropriately. Hence, we would like to thank you for your time and for giving kind cooperation and fair response. We are truly grateful.

Kami merupakan pelajar Ijazah Sarjana Muda Keusahawanan (Hospitality) dengan Kepujian di Universiti Malaysia Kelantan (Kampus Kota). Sebagai sebahagian daripada Projek Tahun Akhir (FYP), kami sedang menjalankan tinjauan mengenai Penggunaan Makanan Segera di Kalangan Pelajar di Universiti Malaysia Kelantan (Kampus Kota). Segala maklumat dalam temu bual mendalam ini akan dirahsiakan dan digunakan untuk tujuan akademik sahaja. Tiga bahagian telah dibuat untuk soalan temu bual yang mendalam. Manakala bahagian A mengandungi soalan demografi, yang bertujuan untuk mengumpulkan maklumat asas tentang responden seperti latar belakang mereka. Bahagian B membincangkan corak pengambilan makanan segera dalam kalangan pelajar di Universiti Malaysia Kelantan (Kampus Kota), manakala Bahagian C membincangkan kesan pengambilan makanan segera dalam kalangan pelajar di Universiti Malaysia Kelantan (Kampus Kota). Soalan-soalan tersebut ditulis dalam bahasa dwibahasa untuk memastikan responden memahami soalan kajian dan memberi respons yang sewajarnya. Oleh itu, kami ingin mengucapkan terima kasih atas masa anda dan memberi kerjasama yang baik dan respons yang adil. Kami benar-benar bersyukur.

Yours Sincerely,

Yang Ikhlas,

NOR MAZATUL AKMAL BINTI MOHAMED (H19A0402)

NOR NABIHAH BINTI HARUN (H19A0404)

MUHAMMAD HISAM BIN HAILI (H19A0301)

SITA DEWI A/P VEERA KUMAR (H19A0778)

QUESTIONS FOR IN-DEPTH INTERVIEW
SOALAN UNTUK TEMUDUGA MENDALAM

FAST-FOOD CONSUMPTION AMONG STUDENTS IN UNIVERSITI MALAYSIA
KELANTAN (CAMPUS KOTA)

PENGGUNAAN MAKANAN SEGERA DALAM KALANGAN PELAJAR
UNIVERSITI MALAYSIA KELANTAN (KAMPUS KOTA)

SECTION A (DEMOGRAPHIC PROFILE)

BAHAGIAN A (PROFIL DEMOGRAFI)

1. What is your age?
1. Berapakah umur anda?
2. What race are you?
2. Awak bangsa apa?
3. What is your gender?
3. Apakah jantina anda?
4. Which faculty are you from?
4. Awak dari fakulti mana?

5. What year student are you?
5. Anda pelajar tahun berapa?

6. What is your marital status?
6. Apakah status perkahwinan anda?

SECTION B: To analyse the fast-food consumption pattern among students in Universiti Malaysia Kelantan (Campus Kota).

BAHAGIAN B: Menganalisis corak pengambilan makanan segera dalam kalangan pelajar di Universiti Malaysia Kelantan (Kampus Kota).

1. Do you know about fast-food consumption?
1. Adakah anda tahu tentang pengambilan makanan segera?

2. What do you know about fast-food consumption?
2. Apakah yang anda tahu tentang pengambilan makanan segera?

3. How many types of fast food are available near the Universiti Malaysia Kelantan (Campus Kota)?
3. Berapakah jenis makanan segera yang terdapat berhampiran Universiti Malaysia Kelantan (Kampus Kota)?

4. What are the fast-food do you consume and how many times do you consume fast food per month?
4. Apakah makanan segera yang anda ambil dan berapa kali anda mengambil makanan segera setiap bulan?

5. Why do you consume fast food?
5. Mengapakah anda mengambil makanan segera?

SECTION C: To analyse the impact of fast-food consumption among students at Universiti Malaysia Kelantan (Campus Kota).

BAHAGIAN C: Menganalisis kesan pengambilan makanan segera dalam kalangan pelajar Universiti Malaysia Kelantan (Kampus Kota).

1. Is fast food good or bad for your body?

1. Adakah makanan segera baik atau tidak baik untuk badan anda?

2. What is the impact of fast-food consumption?

2. Apakah kesan pengambilan makanan segera?

3. What are the causes of fast-food consumption to your body?

3. Apakah punca pengambilan makanan segera kepada badan anda?

4. What are the effects of fast-food consumption on your body?

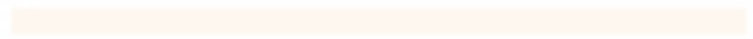
4. Apakah kesan pengambilan makanan segera kepada badan anda?

5. Is fast food intake can reduce students' productivity while studying?

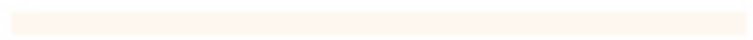
5. Adakah pengambilan makanan segera boleh mengurangkan produktiviti pelajar semasa belajar?



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6	Marziah Mokhtar, Sabariah Yusoff, Nur Aqilah Muhamad Murad. "The Prevalence of Fast Food Consumption Among Undergraduates: Evidence from Malaysia", ADVANCES IN BUSINESS RESEARCH INTERNATIONAL JOURNAL, 2020	<1 %