



UNIVERSITI  
MALAYSIA  
KELANTAN

**FAST FOOD CONSUMPTION AMONG  
TEENAGERS IN  
PENGKALAN CHEPA, KELANTAN**

By

**FARHANAH BINTI HILMI (H20A1137)**

**AZRA MALISA BINTI ZAKRI (H20A1111)**

**NUR ATHIRAH BINTI HASHAM KHAN (H20A1479)**

**MUHAMMAD HAFIZ BIN SHAMSUHA BAHARIM (H20A1281)**

A report submitted in partial fulfilment of the requirements for the Degree

of

**Bachelor of Entrepreneurship (Wellness Entrepreneurship) with  
Honor**

**Faculty of Hospitality, Tourism and Wellness**

**UNIVERSITI MALAYSIA KELANTAN**

2022

## DECLARATION

I hereby certify that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any other University or Institution.

- OPEN ACCESS** I agree that my report is to be made immediately available as hardcopy or on-line open access (Full text)
- CONFIDENTIAL** (Contains confidential information under the Official Secret Act 1972) \*
- RESTRICTED** (Contains restricted information as specified by the organization where research was done) \*

I acknowledge that University of Malaysia Kelantan reserves the right as follow.

The report is the property of University of Malaysian Kelantan  
The library of University of Malaysia Kelantan has the right to make copies for the purpose of research only  
The library has the right to make copies of the report for academic exchange

Certified by

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature of Supervisor

Group Representative :

Name :

Date :

Date :

Note: \* If the report is CONFIDENTIAL OR RESTRICTED, please attach the letter from the organization stating the period and reasons for confidentiality and restriction.

## ACKNOWLEDGEMENT

In the name of Allah, the Most Merciful and Gracious.

Praise be to Allah and His bountiful provision for the smooth and successful completion of this study. We are indebted to the Divine Majesty for all the possibilities, trials, and resources that have enabled us to complete our study successfully. Throughout the execution of this task, we encountered many obstacles, both from an academic and a personal one. The beloved Prophet Muhammad's (peace be upon him) way of life has been a continuing source of inspiration for us.

Dr. Hasif Rafidee Bin Hasbollah, our research supervisor, must be commended for granting us permission to conduct study and for providing vital and good supervision during our investigation. His enthusiasm, vision, sincerity, and motivation motivated us throughout the course of this study's implementation. He taught us the process for conducting research and presented the results of the investigation in the most understandable manner possible. It is a great honor and joy to work and study under his direction. We are grateful for his generosity. Additionally, we would want to thank him for his friendship, compassion, and humor

Not forgetting also all the individuals who contributed to the accomplishment of our study by providing their assistance and readiness to spend time with us during its duration. We sincerely appreciate and thank everyone who contributed.

## TABLE OF CONTENT

	Page
<b>TITLE PAGE</b>	<b>I</b>
<b>DECLARATION</b>	<b>II</b>
<b>ACKNOWLEDGMENT</b>	<b>III</b>
<b>TABLE OF CONTENT</b>	<b>IV</b>
<b>LIST OF TABLES</b>	<b>VII</b>
<b>LIST OF FIGURES</b>	<b>VII</b>
<b>LIST OF SYMBOLS AND ABBREVIATIONS</b>	<b>VIII</b>
<b>ABSTRACT</b>	<b>IX</b>
<b>ABSTRAK</b>	<b>X</b>
<b>CHAPTER 1 : INTRODUCTION</b>	
<b>1.1 Introduction</b>	<b>1</b>
<b>1.2 Problem Statement</b>	<b>5</b>
<b>1.3 Research Questions</b>	<b>9</b>
<b>1.4 Research Objectives</b>	<b>10</b>
<b>1.5 Scope of Study</b>	<b>10</b>
<b>1.6 Significance of Study</b>	<b>11</b>
<b>1.6.1 The fast-food consumption behaviour</b>	<b>11</b>
<b>1.6.2 Consumption of several dietary categories by adolescents in Malaysia.</b>	<b>11</b>
<b>1.6.3 Sociodemographic parameters.</b>	<b>12</b>
<b>1.6.4 Increased Adolescent Obesity</b>	<b>12</b>
<b>1.6.5 Frequency of eating</b>	<b>12</b>
<b>1.7 Structure of Study</b>	<b>13</b>
<b>1.8 Summary</b>	<b>13</b>

**CHAPTER 2 : LITERATURE REVIEW**

<b>2.1 Introduction</b>	<b>14</b>
<b>2.2 Personal Lifestyle</b>	<b>14</b>
<b>2.2.1 Trends</b>	<b>15</b>
<b>2.2.2 Sleeping Pattern</b>	<b>17</b>
<b>2.3 Prices Quality Inferences</b>	<b>19</b>
<b>2.3.1 Services Quality</b>	<b>20</b>
<b>2.3.2 Food Quality</b>	<b>22</b>
<b>2.4 Promotion</b>	<b>24</b>
<b>2.4.1 Advertising</b>	<b>26</b>
<b>2.4.2 Sales Promotion</b>	<b>27</b>
<b>2.5 Research Framework</b>	<b>29</b>
<b>2.6 Summary</b>	<b>30</b>

**CHAPTER 3 : RESEARCH METHODOLOGY**

<b>3.1 Introduction</b>	<b>31</b>
<b>3.2 Research Design &amp; Strategy</b>	<b>31</b>
<b>3.3 Sampling Strategy</b>	<b>33</b>
<b>3.4 Interview</b>	<b>34</b>
<b>3.5 Data Analysis Process</b>	<b>35</b>
<b>3.6 Summary</b>	<b>40</b>

<b>CHAPTER 4: RESULT AND DISSCUSSION</b>	
<b>4.1 Introduction</b>	<b>41</b>
<b>4.2 Findings</b>	<b>41</b>
<b>4.2.1 Demographic</b>	<b>41</b>
<b>4.2.2 Personal Lifestyle</b>	<b>42</b>
<b>4.2.3 Price - Quality Inference</b>	<b>45</b>
<b>4.2.4 Promotion</b>	<b>50</b>
<b>4.3 Discussions</b>	<b>55</b>
<b>4.3.1 Trends</b>	<b>55</b>
<b>4.3.2 Sleeping Pattern</b>	<b>55</b>
<b>4.3.3 Food Quality</b>	<b>56</b>
<b>4.3.4 Service Quality</b>	<b>56</b>
<b>4.3.5 Advertising</b>	<b>57</b>
<b>4.3.6 Sales Promotion</b>	<b>57</b>
<b>4.4 Summary</b>	<b>58</b>
<b>CHAPTER 5: CONCLUSION</b>	
<b>5.1 Introduction</b>	<b>59</b>
<b>5.2 Conclusion</b>	<b>59</b>
<b>5.3 Limitations of Study</b>	<b>62</b>
<b>5.4 Recommendation</b>	<b>63</b>
<b>APPENDIX</b>	<b>65</b>
<b>REFERENCES</b>	<b>89</b>

## LIST OF TABLES

<b>Tables</b>	<b>Title</b>	<b>Pages</b>
Table 3.1	Thematic Analysis	39
Appendix 1	Table of Question	65
Appendix 2	Table of Answer R1	66
Appendix 3	Table of Answer R2	67
Appendix 4	Table of Answer R3	69
Appendix 5	Table of Answer R4	71
Appendix 6	Table of Answer R5	72
Appendix 7	Table of Answer R6	73
Appendix 8	Table of Answer R7	74
Appendix 9	Table of Answer R8	77
Appendix 10	Table of Answer R9	79
Appendix 11	Table of Answer R10	80
Appendix 12	Table of Answer R11	82
Appendix 13	Table of Answer R12	86

## LIST OF FIGURES

<b>Figures</b>	<b>Title</b>	<b>Pages</b>
Figure 2.1	Conceptual Framework	29
Figure 3.1	Thematic Analysis Map	39

## LIST OF SYMBOLS & ABBREVIATIONS

### Abbreviations

ECLS-K	Early Childhood Longitudinal Survey-Kindergarten
KFC	Kentucky Fried Chicken
SERVQUAL	Service Quality Performance and Service Quality
T	Trends
SP	Sleeping Pattern
SQ	Services Quality
FQ	Food Quality
A	Advertising
SPN	Sales Promotion
WHO	World Health Organization

UNIVERSITI  
MALAYSIA  
KELANTAN



## **ABSTRACT**

Fast food is among the fastest-growing food categories in the world. It currently accounts for nearly half of restaurant sales in developed nations and will continue to grow there and in numerous other industrialized nations over the next few years. The most rapid expansion, however, is occurring in the poor world, where it is dramatically altering the way people consume. People purchase fast food because it is inexpensive, simple to prepare, and extensively advertised. A qualitative study was conducted to identify the factors that influence the consumption of fast food among teenagers in Pengkalan Chepa, Kelantan. In-depth interviews were conducted with 12 respondents. The data obtained was analyzed using the content analysis method. Research findings show that many teenagers in Pengkalan Chepa, Kelantan indulge in fast food. The findings of this study also show that teenagers in Pengkalan Chepa, Kelantan are aware of the disadvantages of consuming fast food.

**Keyword: Consumption of fast food among teenagers.**

## ABSTRAK

Makanan segera adalah antara kategori makanan yang paling cepat berkembang di dunia. Ia kini menyumbang hampir separuh daripada jualan restoran di negara maju dan akan terus berkembang di sana dan di banyak negara perindustrian lain dalam beberapa tahun akan datang. Walau bagaimanapun, pengembangan yang paling pesat berlaku di dunia miskin, di mana ia secara mendadak mengubah cara orang makan. Orang ramai membeli makanan segera kerana ia murah, mudah disediakan dan diiklankan secara meluas. Kajian kualitatif telah dijalankan untuk mengenal pasti faktor-faktor yang mempengaruhi pengambilan makanan segera dalam kalangan remaja di Pengkalan Chepa, Kelantan. Temu bual mendalam telah dijalankan dengan 12 orang responden. Data yang diperolehi dianalisis menggunakan kaedah analisis kandungan. Dapatan kajian menunjukkan ramai remaja di Pengkalan Chepa, Kelantan meminati makanan segera. Dapatan kajian ini juga menunjukkan bahawa remaja di Pengkalan Chepa, Kelantan sedar tentang keburukan pengambilan makanan segera.

**Kata kunci:** pengambilan makanan segera dalam kalangan remaja

UNIVERSITI  
MALAYSIA  
KELANTAN

# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

Fast food is well-known for being popular, convenient for customers, tasty, and inexpensive. Today, fast food is recognized for its accessibility, efficiency, and delectability. Moreover, fast food establishments' marketing generally promotes fast food as healthy, making customers open to persuasion. According to Goyal and Singh (2007), fast food is the food sector with the most rapid growth worldwide. This may be because fast food requires immediate renewals and limited-service renewals for dining and takeout facilities. Fast food is a food that can be served and prepared quickly. Their predilection for fast food over home-cooked meals is primarily attributable to their hectic lifestyles, especially in dual-income households with children (Atkins and Bowler 2001). This was further supported by Farzana Quoquab et al. (2011), who concurred that the customers' limited time because of their long working hours, hectic lifestyle, employment, and family responsibilities. Due to the speedy preparation of meals, which enables customers to eat in a short amount of time, the fast-food industry has become the most popular option in Malaysia.

Consequently, the shifting client preferences have presented the Malaysian food industry with a chance to grow their operations. American fast-food brands such as Domino's Pizza, McDonald's, A&W, Mary Brown Kentucky Fried Chicken (KFC), Burger King, Subway, and Pizza Hut dominate the Malaysian fast-food market, according to Habib et al. (2011). These fast-food franchises have achieved great notoriety throughout the Malaysian Generation. In addition, according to the Malaysian Department of Statistics (2016), Generation Y students make up the greatest fraction of

Malaysia's population of 12,67 million. Due to their lifestyle and eating habits, which impact their choices in the fast-food sector, Generation Y students are recognized as the most crucial market category. In addition, Generation Y eats out regularly and buys takeout from fast food restaurants; as a result, they are always seeking production facilities that meet their needs. Generation Y students were selected as the acceptable target demographic for this inquiry.

Fast food is described as food that is produced quickly and served as a handy meal or takeaway item from a restaurant. The fast-food industry is increasing rapidly (Daradkeh, Al Muhannadi & Al Hajr, 2018). As a result, many adolescents eat fast food often. The purpose of this study is to develop a research proposal on the modern diet of adolescents, which is characterized by an increase in the consumption of fast food. In addition, given the current trends of our culture, consuming fast food is no longer considered a meal component, but rather an integral element of a modern lifestyle, particularly among adolescents (Garza et al., 2016). In addition, according to the Department of Statistics Malaysia, the proportion of food and beverage service operations increased by 2.2% in 2019. This suggests that most individuals prefer to purchase food from restaurants rather than prepare meals at home.

In addition, most people, especially the younger generation, like consuming fast food, which includes pizza, hamburgers, chicken, burgers, fries, and sausages that can be provided quickly, are inexpensive, and are readily available (Song,2016). Moreover, according to the (WHO report, 2020), a good diet will protect against several serious or chronic noncommunicable diseases, such as diabetes, cancer, and heart disease. It is also recognized as a crucial component, especially for enhancing the mental and physical wellness of individuals. It has been established that there has been a minor decline, particularly in the purchase of less healthy food products, which has resulted in an

increase in home-made sugar purchases and a decrease in overall energy consumption (Berger, et al., 2020). According to recent studies conducted by numerous academics, adolescence is one of the stages in which malnutrition increases rapidly. These studies examine "malnutrition in all its aspects, including inadequate nutrition, obesity, and other dietary issues that contribute internationally to poor health" (A Swinburn, et al.,2019).

Therefore, the phrase "fast food" obviously refers to food that is prepared quickly, and numerous studies have shown that people, particularly adolescents, appreciate fast food not only for its convenience and taste, but also for the possibility for social connection (M.S. Anita Raj,2018). Teenagers now often consume fast food 1–5 times per week (I. N. Syafiqah, R. Normala et al., 2018). Since adults and adolescents are aware of the risks associated with their consumption of fast food and other unhealthy meals that do not correspond to their knowledge, food intake and eating habits are generally associated with an individual's health ( Abraham, Manuel et al., 2018).

In addition, the government has taken the initiative through September 9 to assist or promote Western fast-food franchises as part of several steps to stimulate the nation's economy (Abdullah et at., 2017). A lifestyle has undergone a radical transformation and eating fast food has become a habit (Abdullah et at., 2017). In addition, excessive fast-food consumption among adolescents is commonly associated with an increased risk of noncommunicable diseases such as diabetes and hypertension, as these foods are typically high in fat, sugar, and sodium, but low in fiber and essential micronutrients (Cheong et al., 2019). Fast-food restaurants are growing more prevalent and considerably simplify access for individuals, especially youth from varied backgrounds (Sam Abraham et al., 2018). Furthermore, fast food has shown to be convenient, particularly for people who lead stressful lives (Roslinda Isa et at., 2022).

Next, fast food is described as delicious, readily available, inexpensive, and convenient for individuals because fast food companies frequently market their cuisine as healthy to attract more customers, as opposed to giving a service that is rapidly created rather than a home-cooked meal (Syazwani A. Malek et al., 2022). In 2019, 87 percent of Malaysians ate at fast-food restaurants, hawker stands, restaurants, or cafes at least once each week. During the Covid-19 pandemic, almost 76% of individuals bought fast food through popular meal delivery programmes such as Food panda and grab food, which topped the list (Adam, 2021). Teenagers are more health-conscious than ever, therefore the food sector, particularly fast food, is under pressure to improve the nutritional value of the meals it offers to consumers (Segmenta, 2021).

The increasing popularity of fast food among people of all ages has led to an increase in the number of fast-food establishments. Even while more fast-food outlets are appearing, the negative consequences on people's health outweigh the positives, and this is associated with an increase in body mass index (Dornelles, 2019). A study by El-Gilany, Abdel-Hadi, and El Damanawy (2016) on the usefulness of knowledge about fast food among medical students highlights the fact that people in modern society, particularly adolescents, are unaware of the side effects or disadvantages of consuming fast food, yet they continue to do so. In addition, the expansion of social media can unquestionably influence people's eating habits, and the prevalence of unhealthy food programming can encourage individuals to assume that their social circles approve of their food consumption (Hawkins, Farrow & Thomas, 2020). As a result, this misconception has led to misunderstanding among individuals today, particularly among the younger generation, who may assume that eating fast food regularly is acceptable.

## 1.2 PROBLEM STATEMENTS

Fast food consumption raises the risk of diet-related chronic disease, making it a bad dietary habit. “Hot food like hamburgers that is quick to make or is already cooked and is therefore served very rapidly in a restaurant” is what is referred to as fast food. The fast-food industry has helped spread the fast-food culture throughout the world (Man, et al., 2021). Despite growing knowledge of the harmful health effects of a diet high in fat, salt, and sugar, fast food restaurants and sellers have continued to grow in both developed and developing nations. Fast food intake, however, is frequently linked to unhealthy eating practices, such as consuming insufficient amounts of vegetables and soft drinks while drinking more carbonated beverages (Ashdown-Franks et al., 2019).

The lifestyles of Malaysians have seen a significant transformation in the previous three decades due to rapid economic development, urbanization, and the impact in the 1980s, the country first noticed significant changes in dietary preferences. As a result, the fast-food business saw significant growth in the 1990s. Despite mounting evidence showing a rising trend in fast food consumption among teenagers, most studies on fast food consumption in Malaysia focused mostly on children and adults. Furthermore, there aren't many regional or national studies that look at the causes of teenagers eating fast food. To the best of our knowledge, just one study examined fast food consumption patterns among kids between the ages and together with caregivers' or parents' comments. Unlike the Anderson et al. (2011) study, the prevalence of obesity did not rise steadily with the frequency of fast-food intake. Additionally, we did not look at potential obesity confounders such fiber consumption and physical activity levels. However, one of the advantages of the study is that we sample a broad age population (Abdullah, Mohamad Mokhtar, Abu Bakar, & Al-Kubaisy, 2015).

In addition, teens' modern unpredictable sleep habits have led them to consume more fast food. This is since teens have recently demonstrated a dramatic shift in their sleeping habits, notably staying up beyond midnight to engage in their own hobbies like watching Netflix, playing games, speaking with friends, and so forth. Therefore, younger generations enjoy purchasing fast food to eat at midnight and when they are playing video games and watching Netflix. Fast food is becoming more popular since it is easier to find at night. There is a dearth of published research on the epidemiology of physical activity, eating habits, and sleep patterns and their relationship to obesity among teens, even though obesity is common among adolescents (Abdelmalek, et al., 2022).

Besides that, the bottom line of a business will be significantly impacted by the price-quality inference that is based on how people perceive the cost and quality of a good or service. The hope is that customers will be pleased with their purchases, which is known as customer perceived value. This is the feeling that buyers of expensive goods should have. Customers will be proud of their affiliation with a business with a high-quality reputation, therefore. Furthermore, the interior atmosphere and reasonable pricing are the key determinants of client satisfaction levels. The atmosphere and pricing can influence clients' purchasing decisions and serve as a representation of the quality of the service. Significant determinants of consumer happiness include these elements. Because it may increase customer loyalty and revenue, it is crucial to protect consumer happiness (Ali, Alam, & Bilal, 2021). Measures of customer satisfaction must take into account service quality. An overall evaluation of a service or product is intimately tied to the purchasing behavior of customers. Customer happiness, which is essential to an organization's success, may be greatly impacted by service quality. A high standard of service might help to increase client satisfaction. Studies have found a significant link between customer happiness and service excellence.



In addition, customer satisfaction is the most crucial factor for any sort of business organization and is regarded as the most trustworthy indicator of that firm's greatness. Customer satisfaction refers to the whole reaction of consumer expectations toward a good or service based on perception, assessment, and psychological response. Customer satisfaction is a dynamic process that changes over time depending on the characteristics of the product or service (Khan, Hussain, & Yaqoob, 2013). Behavioral intention has been substantially correlated with attitude in the food-related area, demonstrating that consumers' attitudes can strongly influence them to have more intention to purchase and consume fast food.

A related study says that improving service quality is key to a company's success (Ahuja and Khamba, 2008). By giving good service, businesses can increase their sales, market share, and how well their service environment works (Becerril-Arreola et al., 2017). There are three main things that make it hard to understand service quality: intangibles, diversity, and inseparability (Parasuraman et al., 1988). The SERVQUAL (Service Quality Performance and Service Quality) scale was made by Parasuraman et al. in 1988. It has five parts: tangible, reliable, reassuring, responsive, and empathetic. It is often used to judge the quality of a service in many different fields of study. Kim (2008) did research on South Korean exhibits using the SERVQUAL concept. He then suggested and proved a way to measure the effectiveness of both exhibitors and trade show services (Chien & Chi, 2019).

Customer loyalty and satisfaction are significantly influenced by food quality. In general, when we talk about food quality, we're talking about a variety of things, such as food presentation, flavor, menu variety, healthiness, and freshness. A high standard of food quality is an important marketing tactic that may keep customers pleased and satisfied with their purchases. Customer happiness and behavioral intentions can be

significantly impacted by food quality. Numerous research suggested that food quality might impact consumer satisfaction in a favorable way. Customers' choices and purchase habits are intimately tied to how well they perceive a service or product overall (Zhong, n.d.).

Hence, the favored method of communication for marketers in the marketplace is promotion. Additionally, there are four categories in which promotion is divided by advertising, public relations, word-of-mouth, and point of sale. To start, every type of communication for which a fee is charged is considered advertising, and this encompasses everything from print magazines, newspapers, and pamphlets to billboards, radio, and Internet pop-ups. Press releases, exhibits, conferences, sponsorship, shows and events, and trade seminars are all examples of non-paid means of communication that fall under the umbrella of public relations.

There hasn't been enough research done on how food advertising affects children's diets and health, especially in non-experimental settings. We use a nationally representative sample from the Early Childhood Longitudinal Survey-Kindergarten Cohort (ECLS-K) and Nielsen Company data on spot television advertising of cereals, fast food restaurants, and soft drinks to children in the top 55 designated-market areas to figure out if there is a link between exposure to food advertising on TV and how much food children eat and how much they weigh. Our research shows that kids in elementary school's drink more soft drinks and eat more fast food because they see ads for these products on TV. Between 2002 and 2004, children saw 100 more TV ads for sugar-sweetened carbonated soft drinks, which led to a 9.4% rise in the number of soft drinks they drank in 2004. A rise in kids' exposure to fast food ads was linked to a 1.1% rise in kids' fast-food consumption. Foods that were advertised were put into three groups:

core/healthy, non-core/unhealthy, and miscellaneous. About 27% of ads were for food or drinks, and the product that was advertised the most was sugar-sweetened drinks.

Consequently, few studies (Basch, Ethan, and Rajan<sup>18</sup>, Howes, Shahid, and Jones<sup>25</sup>, and Wellard and Haviland Hughes<sup>27</sup>) have looked at QSR price promotion techniques from a public health point of view. A Canadian study from 2009 (Richards and Padilla<sup>28</sup>) found that price promotions helped increase sales of fast food by getting customers to buy more often or in larger amounts. Even though the people in this study thought that cheaper meals were a better deal, they had more calories and less healthy ingredients than more expensive meals. In Australia, only one small study done in 2015 looked at the pricing policies of QSR chains from a health point of view (Reference Wellard, Haviland Hughes<sup>27</sup>).

### **1.3 RESEARCH QUESTIONS**

The following research questions are created to achieve the following study goals:

1. What is the personal lifestyle of fast-food consumption among teenagers in Pengkalan Chepa, Kota Bharu?
2. What is the price-quality inference of fast-food consumption among teenagers in Pengkalan Chepa, Kota Bharu?
3. What is the promotion of fast-food consumption among teenagers in Pengkalan Chepa, Kota Bharu?

#### **1.4 RESEARCH OBJECTIVE**

The three goals listed below will be the primary focus of this investigation:

1. To explore the personal lifestyle of fast-food consumption among teenagers in Pengkalan Chepa, Kota Bharu.
2. To explore the price-quality inference of fast-food consumption among teenagers in Pengkalan Chepa, Kota Bharu.
3. To explore the promotion of fast-food consumption among teenagers in Pengkalan Chepa, Kota Bharu.

#### **1.5 SCOPE OF STUDY**

The research study's focus is on teenagers' fast-food consumption in Pengkalan Chepa, Kota Bharu. There were numerous fast-food outlets all across Pengkalan Chepa, Kota Bharu, Kelantan. Fast food is seen as a significant source of nutrition in contemporary society because it is affordable and easily accessible. Fast food businesses also provide reasonably priced, flavourful cuisine that is served rapidly. Throughout this time, their fast-food consumption increased and had a bad impact on them. The respondent 12 partitioners of teenagers are targeted to this study. Through the study, the relevant data about this fast-food consumption among teenagers will be able to collect and complete the research.

## **1.6 SIGNIFICANCE OF STUDY**

In Pengkalan Chepa, Kota Bharu, Kelantan, the results of this study contribute to our understanding of the relationship between personal lifestyle and fast-food consumption among adolescents, the price-quality inference's effect on fast food, and the promotion's effect on fast food consumption among adolescents.

### **1.6.1 The fast-food consumption behavior**

Food that is made rapidly and in a short period of time is commonly referred to as fast food. People enjoy fried and roasted foods, particularly adolescents. Multiple studies have demonstrated that people prefer fast food for a variety of reasons, including flavor, convenience, social contact, and enjoyment (B. Narayan & M. Prabhu, 2015). Even though a large percentage of the population has a strong need for fast food, over consumption of fast food might lead to obesity or heart disease. The regulation of fast-food industry must be stringent. (2016) Hesamedin Askari Majabadi and colleagues.

### **1.6.2 Consumption of several dietary categories by adolescents in Malaysia.**

Fast-food consumption is a negative eating habit since it increases the risk of diet-related chronic diseases. We were interested in the sociodemographic traits, body mass index (BMI) for age, eating behaviors when away from home, and consumption of the main food categories among Malaysian teens.

### **1.6.3 Sociodemographic parameters.**

Students in universities are among the populations most at risk for nutritional diseases due to their way of life and social environment. This study's objectives include measuring fast food consumption among college students and evaluating variables including socio demographic traits, BMI, and dietary habits that may have an impact.

### **1.6.4 Increased Adolescent Obesity**

Due to the general hurried lifestyle, consuming fast food has become increasingly widespread today, where it has also become ingrained in metropolitan areas. According to Habib et al., 84 percent of university students in Malaysia eat fast food. Moore et al. (2009) found that individuals with the lowest levels of wealth and educational achievement were more likely to consume fast food than those with the greatest levels.

### **1.6.5 Frequency of eating**

Three cognitive variables mindfulness disposition, self-efficacy, and nutrition knowledge were evaluated as independent variables, with frequency of dining out serving as the outcome variable. The relationship between cognitive characteristics and eating out frequently was evaluated using multinomial models.

## **1.7 STRUCTURE OF THE STUDY**

The study is divided into three chapters, the first of which covers the study's background, problem statement, research questions, research objectives, study scope, and significance of the study. While Chapter 2 examines the relevant literature on fast food consumption among adolescents, including personal lifestyle, price quality, and promotion it is followed by a review of the relevant literature on fast food consumption. The literature is used to create the research framework for this study. In Chapter 3, the procedures employed to perform this research are described. The research's results and findings are discussed in Chapter 4. The research is summarized in Chapter 5 and related to the suggestions.

## **1.8 SUMMARY**

The results of this study are that the research process can already identify the background of the study and define the issue statement to conduct the research. Other than that, the purpose of this study has already been enlightening after reviewing the issues regarding fast-food consumption among teenagers in Pengkalan Chepa, Kota Bharu. This research objective also can be achieved during questioning the practitioners. As a result, this research needs to be continued due to factors fast-food consumption among teenagers.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

The purpose of a literature review is to learn from the findings and views of earlier scholars. As with all research, the value of an academic review depends on what was conducted, what was discovered, and the clarity of the reporting (Moher et al., 2009). This method might be broad, such as reviewing the existing data in each research topic, or specialized, such as analyzing the influence of the relationship between two specific variables. A literature review is also intended to provide a comprehensive overview of a topic or research question. This is essential because, regardless of the method, the quality of the literature depends on, among other things, which literature is included and how it was selected (Tranfield et al., 2003; Wong et al., 2013). This chapter will begin with a review of adolescent lifestyles, followed by discussions of price, quality, and marketing, and conclude with a summary.

#### **2.2 PERSONAL LIFESTYLE**

Making healthy lifestyle choices is known as prudent regardless of age and because of that individuals of all ages sometimes have difficulty choosing the healthy option (Tasdemir et al., 2016). It is also pointed out that older people indicated greater intention particularly to make healthy choices in their current life rather than the younger generation did. Moreover, the individual's perspective on the future has shown to be a vital multidimensional construct affecting daily healthy lifestyle choices especially for



teenagers and adults. Therefore, lifestyle modification involving physical activity and diet have been widely disseminated particularly for the treatment and prevention of disease (Deanna M. Minich, 2013). Besides, personal lifestyles that lead to consumption of fast-food among teenagers include trends and sleeping patterns.

### **2.2.1 TRENDS**

Particularly in recent years, the rapid pace of life has resulted in an increase in the consumption of fast food across all age categories and social groupings. The number of recently opened fast-food restaurants or outlets has increased because of this circumstance. Today is recognized as the moment of a hectic life, and most people move quickly (Dragana M et al., 2020). Therefore, a person's lifestyle has a significant impact on whether they consume fast food, especially among teenagers today. Personal lifestyle and trends are closely intertwined. This is since eating fast food quickly isn't only a trend among youths; it affects a large portion of the public, especially those who live in cities. Additionally, many now believe that each day is shorter than it was in the past. All sciences have been supplanted by advancements in technology, and new industries have completely altered people's personal lifestyles worldwide, notably about eating habits. For instance, eating fast food is a regular habit for many families, especially those living in major urban areas where everyone works during the day (Saghaian and Mohammadi, 2018).

Due to the wide variety of foods given by fast-food restaurants, fast food consumption has also been popular among youngsters in recent years. Younger generations therefore like to eat fast food, especially since it's readily available and includes items like pizza, burgers, pancakes, and others. Thus, the relentless advertising

of fast-food restaurants has an impact on individuals, particularly the younger generations, kids, and parents, and it also contributes to addiction and obesity, especially in young children (Binkey, 2019). The younger generation of today is now dealing with a process of change in their lives because of this scenario, including changes in their tastes, emotions, and consumer behavior. Teenagers are increasingly likely to eat food and socialize over meals away from home, which has resulted in significant changes to their lifestyles that have made fast food consumption a trend. In fact, younger people are now more likely to choose to eat at fast-food joints found in malls or on the street.

Fast food consumption continues to rise among the younger generation, despite mounting evidence to the contrary, and is especially common among students in developing nations. For instance, when teenagers are enrolled in college, they will exercise more control over their own lifestyle, especially about dietary choices. Thus, it appears that going to a fast-food restaurant to eat is a regular part of their everyday lives as students. Fast food preferences are strongly correlated with common characteristics like affordability, accessibility, low cost, quick service, and so forth. Young adults and adolescents are known for being two categories that are more inclined to consume fast food than older people (ALFaris et., 2015). It will therefore be backed by Benajiba (2016), who stressed that university students are the most common group among adults to eat fast food. Additionally, people's eating patterns have altered because of the effects of modifying their daily lifestyles. To save time and money, students typically favor this type of fast cuisine.

Fast-food restaurants and other places that advertise "fast service" are currently the most popular options for eating out. Additionally, socioeconomic trends like longer workweeks have increased the number of women working outside the home or single-parent households that have altered how they obtain their food. Additionally, as parents

lead busier lives, they favor or demand convenience over more formal table service at restaurants, opting instead for low costs and quick service. Additionally, due to changes in family structure, there are more women in the workforce in general.

### **2.2.2 SLEEPING PATTERN**

Erratic sleep patterns among teenagers nowadays have influenced them to increasingly consume fast-food. This is because teenagers now have shown a significant change in sleeping style, particularly staying up at midnight to do their own activities such as watching Netflix, playing games, chatting with friends and so on. Therefore, younger generations like to buy fast food to consume at midnight and while they are watching Netflix and playing games. Fast-food is being preferred because it is more readily available at night. For instance, during Covid-19 pandemic, people are not allowed to go out from home if not having an important thing to do and it led to teenagers was ordering their fast-food by food service app such as Food panda that known as popular food service application (Adam, 2021). The fast-food service, which is quick, convenient, and tasty is leading more people to consume it both no matter when and where they are.

Moreover, teenagers' short sleep times and poor sleep quality have also been on the decline because of increased consumption of harmful foods such as fast food and decreased consumption of vegetables, fruits, and milk. Thus, the younger generation are now increasingly used to the internet and social media that exposed them to see the advertisement of fast food on their mobile phone. The increasing use of the internet and social media has been cited as a contributing factor to higher dietary energy intake. This is because exposure to the internet that shows about fast-food advertising, particularly

commercials for convenience and quick meals, will affect viewers' food choices toward higher fat foods. Teenagers have changed their sleeping time just to explore food advertising and consume it at any time they want, and they also eat fast-food while accessing social media at night. In fact, inadequate sleep quality may lead to study or work performance and due to unhealthy behaviors.

Additionally, compared to other teenagers who get enough sleep, teens who receive less sleep may eat more calories from fast food or snacks, which also tend to be lower in micronutrients. According to the previous study, hormones like a lack of leptin and an increase in ghrelin levels, which can cause an increase in appetite, may be one of the potential causes of sleep deprivation in combination with the consumption of higher energy meals (Gonnissen HK et al., 2013). Furthermore, teenagers who do not sleep at midnight lead to higher craving for food, especially fast-food that is higher with added sugar, sodium, and fat. This has been shown by Gundersen Health System that emphasizing inadequate sleep can influence the way people think and the likelihood of getting fast or convenience foods to "push through" and meeting the human body's need for enough sleep also can mean people are less likely to consume fast-food as a coping tool for fatigue. According to Northwestern University, there are two ways that sleep deprivation can affect you, and one of them is to blame your nose or olfactory system. When people are sleep deprived, these brain regions may not be receiving enough information, and as a result, they may overcompensate by choosing food that has a richer energy signal.

### 2.3 PRICE-QUALITY INFERENCE

The price and quality of the product or service offered to customers will have a significant impact on the operations of a company. According to Goetsch and Davis (2014), quality encompasses every area of a business and is fundamentally a consumer's emotional experience. Consumers require a sense of satisfaction with their purchases, also known as the customer's perceived value, which is the emotion they should have had when they purchased an item at the best price. Therefore, consumers will take pride in their relationship with a company that has an excellent reputation. In addition, according to Oakland (2000), its use is far larger than assuring product or service quality, as it is a method of supervising corporate processes and ensuring complete consumer happiness at every level, both internally and externally.

Numerous studies conducted by previous academics have demonstrated that many consumers perceive the price as an indicator of product quality. Consumers believed that increasing the price of a product would increase the likelihood that it would be purchased. Some members of Generation Y may share this belief. They may believe the expensive and branded product to be of high quality, and vice versa. Low-priced products are not necessarily of bad quality. Williams and Page (2010) report on page 28 of 89 that generation Y pays little attention to quality. Obviously, they will compare the product's competitive pricing and will communicate depending on competitor's selling price or internet search results.

The fast-food business has adopted the path of supplying economical products of superior quality. They believe that wonderful flavor results from superior quality, and that superior quality was derived from the fresh and premium components. McDonald's, for instance, obtained the highest quality ingredients from Nestle, Dutch Lady, Fonterra, TPC

Plus, and Cargill, while adhering to the most stringent food safety and preparation standards in the world (McDonald corporate website-menu page). In addition, fast food restaurants have a close partnership with the Malaysian government to recruit specialists from around the world to identify the most effective and high-tech programs and policies to prevent the compromise of their food safety standards. Moreover, fast food restaurants offered economical lunch and supper sets, which were sold at a reasonable price despite their high quality. This was welcomed by Malaysian consumers, including generation Y, who place a premium on the lowest possible price.

### **2.3.1 SERVICE QUALITY**

Previous research reveals that service quality influences customer satisfaction significantly (Raza, Jawaid, & Hassan, 2015). It is vital since a customer's cumulative experiences might result in either satisfaction or discontentment (K. Hussain, Jing, Junaid, Bukhari, & Shi, 2019). Service quality is a subjective matter. As a result, the employee was forced to contribute more to the service delivery effort (Shafiq, Mostafiz, & Taniguchi, 2019). The challenge for the service provider is to close the gap between customer expectations and service delivery (Raza et al., 2015). All efforts must be committed to ensuring that restaurant patrons enjoy outstanding service throughout their entire dining experience.

The benchmark for quality restaurant service is established by (Parasuraman, Zeithaml, & Berry, 1994). Fast food restaurants must pay attention to physical elements such as restaurant interior cleanliness. The service provider must ensure that personnel maintain clean, customer-friendly dining areas. Additionally, it was highlighted that the service provider must always maintain clean and ready-to-use facilities. In addition,

previous research (Shurair & Pokharel, 2019) demonstrates that service providers must provide adequate seating and space for clients. Furthermore, the service provider must ensure that the food they supply is healthy and fresh (Shafiq et al., 2019). The service provider's kitchen repair workers must be dependable. In addition, service providers are required to obtain permits or certifications confirming that their personnel are healthy and that their kitchens are equipped with equipment permitted by municipal authorities. In addition, the consumer expects an immediate answer. The meal must be delivered promptly and accurately (Islam, Ahmed, Ali, & Ahmer, 2019) It is also recommended that the service provider modify food orders based on the needs of the customer (Ahmad, Ahmad, & Papastathopoulos, 2019).

According to K. Hussain et al. (2019), the interaction between staff and client may contribute to a better relationship, which may boost customer satisfaction. Employees must consistently exhibit a high level of passion and commitment to client service (Shafiq et al., 2019). Customers' faith in the quality of services may be bolstered by employees who exhibit confidence. Additionally, personnel must be friendly when servicing consumers throughout peak and off-peak hours. Additionally, it was recommended that the employee has adequate product, procedure, and policy knowledge (Raza et al., 2015). The employee must be able to respond to any questions consumers may have about the product or service.

According to recent research (Shafiq et al., 2019), people frequent fast food outlets for several reasons. As a result, personnel must be more customer-focused and flexible in their approach (Raza et al., 2015). Different consumers may demand different forms of care; thus, employees are discouraged from providing consistent customer service (K. Hussain et al., 2019). When providing customer service, workers must display a high degree of empathy.

Unquestionably, service quality is crucial; therefore, service providers should link their marketing and operational goals with the current client demand, which is based on their high level of awareness and experience (K. Hussain et al., 2019; Raza et al., 2015; Shafiq et al., 2019).

### **2.3.2 FOOD QUALITY**

Food quality is the approval by consumers of the food's overall quality characteristics. Internal and external variables constitute the characteristics. Similarly, food quality is the compliance to norms or rules reviewed by the highest authority in a nation. Recent research indicate that the current generation behaves differently from previous generations. Increasingly, the modern client is concerned about health and safety. They are particular about what they consume and demand items of the finest quality. According to Jun, Kang, and Hyun (2017), there has been a change in customer behaviour, with earlier generations believing that fast food is unhealthy and avoiding it, but current generations want only high-quality cuisine served at fast food restaurants.

So according to recent research on Forbes.com (2019), the need for openness is expanding. Customers are interested in a product's precise ingredients (Botonaki, Polymeros, Tsakiridou, & Mattas, 2006). Consumers expected high-quality products and requested a list of the food's ingredients. Additionally, it was asserted that the present client desire is for plant-based foods as opposed to foods that have been artificially blended (Yormirzoev, Teuber, & Li, 2019). Customers in the 21st century are said to have a high health and awareness consciousness. They are cautious about what they eat and avoid potentially dangerous substances.



According to Jun et al. (2017), customers desired nutritionally sufficient food. It is the responsibility of the service provider to utilize high-quality energy-supplying materials. Bihamta, Jayashree, Rezaei, Okumus, and Rahimi (2017) suggested that proper nutrition is vital for the growth and development of customers, especially youngsters who visit fast food outlets. Similarly, Savelli, Murmura, Liberatore, Casolani, and Bravi (2017) observed that a consumer's body may endure physiological changes due to a deficiency in nutrients.

Prior research (Fearne & Lavelle, 1996) indicates that buyers are concerned with both food quality and pricing. The total value of the products should outweigh their asking price (Yormirzoev et al., 2019). Additionally, it was underlined that the service provider should adapt to market preferences, which will benefit them in the long run as their customer base expands (Van Rijswijk & Frewer, 2008).

Advanced technology has resulted in the creation of sophisticated equipment that can assist service providers in preserving quality and flavor (Bihamta et al., 2017). Competition in the industry and high client demand indirectly drove the service provider and manufacturer to comply with the right labelling regulations, including the inclusion of complete information on ingredients, nutritional value, and manufacturer and supplier details.

Food quality is also connected with product packaging and closure (Yormirzoev et al., 2019). Service providers update their packaging gradually and comply with regulatory guidelines. It was also emphasized (Fearne & Lavelle, 1996) that food quality entails traceability, which makes it easier for authorities to recall a product if it is dangerous or does not comply with the standards. Regarding the requirement for food quality, service providers must be vigilant and employ market sensing. Customers can

quickly switch to a different service provider that matches their wants and preferences because they have so many possibilities (Yormirzoev et al., 2019).

## **2.4 PROMOTIONS**

The promotions mix (marketing and communications mix) is the exact combination of promotion tactics that the company employs to effectively communicate customer value and cultivate customer relationships. (Kotler et al. 2010). Promotion can be defined as the mode of communication often employed by a marketer in the marketplace. Additionally, promotion can be divided into four unique elements: advertising, public relations, word-of-mouth, and point of sale. Advertising encompasses all paid forms of communication, ranging from television advertisements, radio, and Internet pop-ups to newspapers and billboards. Moreover, public relations are a kind of communication that is not directly paid for, and this includes news releases, conferences, sponsorship, exhibition, events, and seminars. In addition, word-of-mouth is an ostensibly informal communication about a product by ordinary people, satisfied consumers, or those specifically engaged to develop word-of-mouth momentum. Sales representatives typically play a significant role in word-of-mouth and public relations promotion strategies to advertise their products or services to consumers (William et al. 2016).

Promotion is the commercial communication process comprising information, influence, and persuasion. The objective of the campaign is to communicate marketing to consumers, users, and resellers. Promotional initiatives serve as potent instruments of competition, delivering a marketing strategy's cutting edge. The definition of promotion is "organized self-initiated attempts to build channels of communication and persuasion to promote or promote the sale of products or services, or the adoption of ideas or point

of view." According to Philip Kotler, promotion encompasses all the company's efforts to communicate and advertise its products to its intended audience. Promotion is the aspect of a company's marketing mix that helps to inform, persuade, and educate the market about the organization or its products, according to W.J. Stanton.k

Therefore, promotion is persuasive communication intended to notify potential customers of the existence of a product and to persuade and convince them of its desire-satisfying qualities. Consumers purchase a bundle of expectations to satisfy their economic, psychological, and social wants and needs. The promotion provides the message, the communication to customers of these benefits. Thus, a promotion message serves two primary functions: persuasive communication and competition instrument. Promotional activities signify the introduction of a new product or service; thus, the corporation employs certain marketing techniques to stimulate client demand, and the simplification of products facilitates their sale. Furthermore, language, consumer variation, values, an individual's living style, and attitude will impact various promotional actions (Kotler, 2011). For example, McDonald's has introduced a new menu consisting of Creamy Butter Chicken and Nasi Lemak with Butter Chicken. This is McDonald's new Malaysian menu. McDonald's is no stranger to the fact that Nasi Lemak is Malaysia's favorite dish, therefore the addition of butter chicken to Nasi Lemak on this new menu is sure to make many people swoon. To enhance their sales volume, fast food businesses commonly employ promotional strategies to grab consumer intent and eyeballs. Mass media has traditionally been considered one of the major contributors to this phenomenon. With regular and extensive exposure to advertisement, generation Y is likely to be impacted by the messages and visuals it conveys.

### 2.4.1 ADVERTISING

Advertising refers to all actions that entail communicating to a group a non-personal, oral or visual, publicly supported message about a product, service, or concept. According to William Stanton (2012), the message, which is referred to as an advertisement, is aired by one or more media and is financed by the designated sponsor.

Clearly, social media is on the rise today, and this tendency does not appear to be abating. People's lives today revolve around social media, particularly those of the younger generation who utilized it to interact with people and maintain relationships with friends and coworkers. In addition to sharing information about products and services they are passionate about; they also use it to remain current on anything that interests them. In addition, social media enabled young people to create user-generated content about items they liked or disliked, providing them with a forum to express themselves in an online community. Social media is defined as "a variety of internet-based applications that build on the theoretical and technological foundations of Web 2.0 and enable the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010). Because of social media platforms, the climate of communication has changed. Given the substantial social contact that occurs between them, the influence of these websites on consumer behavior has grown in tandem with their increasing popularity among consumers and the amount of time they spend visiting them (Hutter et al., 2013).

As a result of these adjustments, marketers have begun to heavily integrate social media into their operations. Companies use social media to engage with their current and prospective customers to gain valuable marketing information from them.

Moreover, social media advertising has become an integral part of organizations' integrated marketing communication strategy for the promotion of their products and

services. A Nielsen (2013) survey reveals that most advertisers are increasing their social media ad spending and have separate budgets for using for marketing purposes. Most marketers surveyed said they planned to shift a portion of their advertising budget from traditional media to social media. In addition, the study indicated that 89% of marketers use free social media platforms, while 75% also use paid social media marketing. These numbers indicate that advertisers are beginning to recognize the advantages of interactive marketing through social media, in which customers actively engage with advertising messages. Additionally, customers to share their social media interactions with their peers, providing businesses with free word-of-mouth advertising (Mikalef, 2013).

Despite businesses' efforts to market their products and services via social media, the results of these activities have not yet been thoroughly evaluated (Hoffman & Fodor, 2010). Therefore, additional study and analysis are required to determine how social media marketing influences customers' purchasing behaviour (Hadija et al., 2012). Given the multiple difficulties in evaluating the value-added impact of social media campaign on organizations' marketing efforts, no firm can risk being silent on social media platforms (Divol et al., 2012). A most popular social networks include Facebook, Instagram, and TikTok.

#### **2.4.2. SALES PROMOTION**

Because sales promotion focuses more on offering incentives for customer purchases than other forms of mixed communications, it plays a significant role in fostering consumer interest in a product. With the incentives offered, both existing customers and potential customers will be interested in testing these products. Sales promotion is defined by Kotler (2017), which has been translated by Hendra Teguh, as "a

variety of incentives, typically short-term, aimed to induce customers or merchants to purchase specific goods or services more quickly and/or extensively." Sales promotion, according to Tjiptono (2008), is a direct type of persuasion through the immediate use of products and/or increasing the quantity of items clients buy. Businesses can use sales promotion to raise sales, bring in new clients, persuade existing clients to try new items, counteract competitors' marketing campaigns, boost consumer confidence, and forge tighter relationships with merchants. According to Cannon, et al. (2009), sales promotion is defined as promotional efforts that spur curiosity, experimentation, or purchases from end users or other channel participants in addition to advertising, publicity, and personal sales. Basically, the purpose of sales promotion is to persuade customers to buy the products that are being supplied in the hopes of boosting sales. Kotler and Armstrong (2011) provided a more thorough discussion of sales promotion tools, which they divided into three (three) categories: 1) promotional-consumer tools, such as coupons, samples, offers of refund rebates, gifts price, premiums, price, price packs premiums, and specialty promotional items; 2) trade-promotion tools, such as discounts and waivers; and 3) business-promotion tools. Several types of sales promotion, including interior displays, window displays, and outdoor displays, exhibits, expositions, demonstrations, packaging trading stamps, trading stamps, special offers, and labeling, are listed by Buchari (2014). Terence (2003) went into detail about how sales promotions can be broken down into two categories: 1) trade-oriented sales promotions (which include trade allowances, cooperative advertising and seller support programs, contests and trade incentives, special advertising, trade fairs); and 2) consumer-oriented sales promotions (which include promotion of continuity, premium, internet promotion, refunds, promotion of price offs, sampling, coupon giving. A coupon is a promotional tool that offers consumers a discount

or free product in exchange for purchasing the brand advertised on the coupon (Shimp, 2007,)

## 2.5 RESEARCH FRAMEWORK

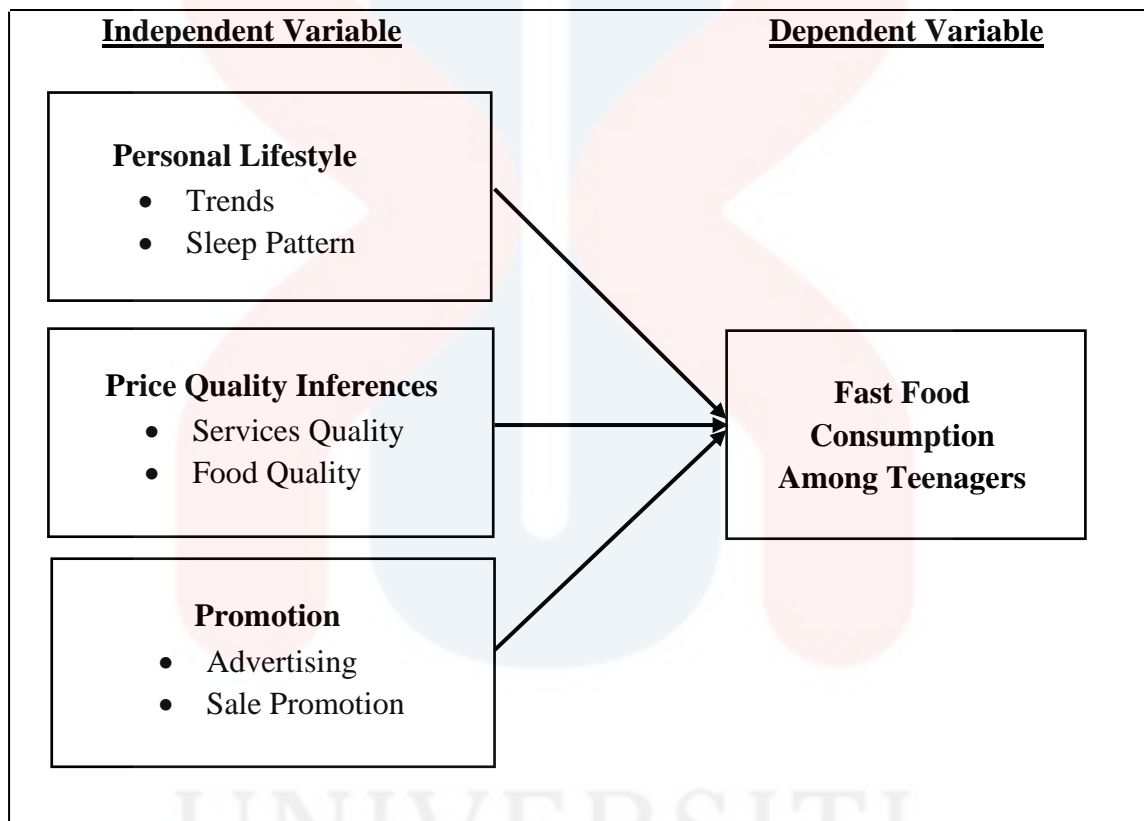


Figure 2.1: Conceptual Framework

Based on the figure 2.1, it is shown the relationship between personal lifestyle, price quality inferences, promotion, and fast-food consumption among teenagers.

## 2.6 SUMMARY

The literature reviews the researcher examines the work of other researchers whose findings have some bearing on his or her own, to exchange the understanding of the problem under investigation and identify the gap that the researchers would address. The research process begins by identifying broad and general problem areas. It is understood that prior information gathering is required for specific issues to be investigated in relation to general problem areas. The preliminary information-gathering phase is the first stage of gathering information about a problem of interest, allowing researchers to gain a broader understanding and perspective of the problem. If the preceding two stages have revealed sufficient grounds to support the intended study, a researcher should proceed with the literature review. This requires gathering information from a variety of published and unpublished sources, including journal articles. Informally, the information may also come from members of the research committee, other researchers conducting research in related areas, industry experts, and occasionally a "knowledgeable" man on the street. The preliminary information gathering followed by the literature review assists the researcher in narrowing down the board problem areas into a well- defined, focused, and specific research statement, which would be a succinct statement of the question or issue to be investigated to find a solution or answer.



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter outlines the research technique that was employed in this study and covers the research design and strategy, sampling design, data collection process, and procedures. Because the collection of this data requires a procedure that is correct, accurate, and truthful, methodology is one of the key elements in research that helps determine the success of the study (Sileyew, 2019).

#### **3.2 RESEARCH DESIGN & STRATEGY**

The primary method for collecting respondent data in this study is qualitative data collection, which makes use of a variety of data sources, including interviews and observations. The format or content of a research proposal varies depending on the requirements of the evaluation committee and is typically supplied by the committee or the university (Devika et al., 2016). After the interview on internet-based interventions, a focus group with semi-structured interviews will be conducted (Green & Kotera, 2020). Additionally, specific study-related traits and data will be analyzed (Denscombe, 2017).

Obtaining qualitative data through methods such as interviews, observations, and leading questions that could reveal the quality of a product. The interview questions will be open-ended to permit participants to express themselves fully (Gaudet & Robert, 2018). Coding and transcription of the audio recordings (Denscombe, 2017). Participants may withdraw from the study at any time without incurring any negative consequences. The study will collect data through interviews, which will subsequently be analyzed. We

will collect data in either a semi-structured or unstructured style by sampling because we will be employing the qualitative method (Creswell & Creswell, 2018).

The research is essential for tying together data gathering and analysis to define the primary objectives of the study. Numerous research methodologies exist, including study case, active experimentation, ethnographic, and grounded theory (Riley et al., 2015). Regarding research techniques, the dearth of papers centered on action research stands out. Focusing on the objectives, there are numerous research methodologies utilized to design models and specialized information-sharing platforms (Martins et al., 2019).

Infrequently do formalized methods of phenomenological research discover adequate samples, with the interpretative approach being the sole alternative that suggests sample sizes (Smith et al., 2009). (a) Master's level research projects may be limited to three participants, (b) doctoral dissertations are more difficult to quantify in terms of sample sizes, (c) between three and six participants "can be reasonable for a student project," and (d) sample sizes should range from four to ten interviews. Despite these guiding comments, these authors assert that "there is no correct answer to the question of sample size" (Smith et al., 2009: 52). This advice is less clear than it may initially appear due to sample size recommendations based on career level and an ambiguous benchmark for what appears to be more professional research.

MALAYSIA

KELANTAN

### 3.3 SAMPLING STRATEGY

In the past three decades, there has been a dramatic change in the way of life for youths in Malaysia. A culture and understanding of the negative health impacts linked to a diet heavy in fat, salt, and sugar have been pushed by the fast-food business. Fast food consumption is a harmful dietary practice for teenagers because of this, which increases the risk of diet-related chronic diseases. To ensure that the sample you use in your research study appropriately represents the population from which you gathered it, you must develop a sampling strategy. Any research study should include a sampling method because it is a crucial step that can have a big impact and affect how accurate your results are. Sampling is the selection of a subset of the population of interest in a research study (DP Turner.,2020).

There are two types of sampling strategy which are probability sampling and non-probability sampling. Probability sampling is the selection of a portion of the population as a sample by chance from among several alternatives. This method could allow the effects of random samples to be generalized. It is possible to calculate the effects on the entire population because of this information series technique and reasonable reaction rate. On the other hand, non-Probability sampling refers to components that don't have the acknowledged potential to be samples and this method is employed when the given populace list is insufficient. When doing a research study, we should consider the sample to be representative to the target population, as much as possible, with the least possible error and without substitution or incompleteness (M Elfil., 2017).

Regarding this investigation, the researchers will employ the non-probability sampling technique of purposive sampling. Using judgement sampling, also known as deliberate sampling, the researcher selects a sample that is most conducive to achieving

their research aims. Qualitative research is typically employed when the researcher wants to uncover in-depth details about a single occurrence over drawing broad conclusions from statistics or when the population is very small and focused. For a purposive sample to be effective, its inclusion criteria and justification must be crystal apparent.

This Sampling method has been chosen to identify fast-food consumption among teenagers at Pengkalan Chepa, Kota Bharu. More than that, this sampling method has been used to achieve the aim objective for this research and to obtain data from the respondent. The teenagers of Pengkalan Chepa, Kota Bharu were selected for this study, with 6 – 12 respondents.

### **3.4 DATA COLLECTION METHOD**

#### **3.4.1 INTERVIEW**

The interview is a strategy for methodically gathering data or observations. Fact gathering enables you to obtain first-hand knowledge and insights on a research issue whether you are working on a project for the corporate, government, or educational sectors. Although techniques and objectives may vary per industry, the overall approach to data collecting remains much the same (Bhandari, 2020). Interviews are a tried-and-true way of collecting qualitative data and have several benefits over other methods. Male or female voices might be used to conduct an interview. Body language may be seen during interviews, and either a guy or woman should use the proper approach (Rutakumwa et al., 2019).

The interview approach was employed in this study to collect respondents for the research. Many online interviews were done, as well as conversations with the

respondents, due to the challenges in evaluating the frequency and features of fast-food intake among teens.

### **3.5 DATA ANALYSIS PROCESS**

Data analysis process known as the manner of manipulating, gathering, analyzing, and modeling facts to get important or usable data and information, useful resource decision-making and to draw a conclusion. To add to that, the data analysis process includes some extraordinary processes and traits which involve some techniques utilized in science, social and trade. Hence, this data analysis process also can supply the check result and get the reaction of the respondents particularly to the carried-out questionnaire primarily based obviously on these analytical facts. Moreover, the facts' evaluation or analysis system begins after the interview session and surveys are completed as well as outcomes obtained. Data evaluation is included gathered through interview sessions, conversations with respondents, videos, photos, memos to personalities and discipline notes. Thus, the maximum main factor of the survey turned into that respondents knew that they were involved in this study, especially that records on their component popularity turned into being collected.

Moreover, the data analysis process includes thematic analysis. Thematic analysis refers to an analysis that usually involves a qualitative analysis method which includes reading through a data set (like transcripts from an interview) and identifying patterns in meaning across the data particularly to derive themes. The analytic procedure involves interview data that transcribed verbatim, and data was analyzed through inductive thematic analysis (Braun and Clarke, 2006) whereas it showed interesting patterns or features in terms of text were highlighted. Thus, to begin thematic analysis, the researcher

can start with reading or coding the data and try to reflect the literature or theory particularly that is suitable to the data as the first step. Besides, thematic analysis begins with finding the coding of the data based on the research objective that explores the personal lifestyle, price-quality inference, and promotions of fast-food consumption among teenagers in Pengkalan Chepa, Kota Bharu.

In one form or another, eating behavior significantly featured as a high in consumption of fast-food among teenagers. Thus, several discrete factors relating to consumption of fast-food were attributed, therefore sub themes emerged from the interview data. In addition, the sub themes include personal lifestyle, price-quality inference, and promotion of fast-food consumption. Firstly, personal lifestyles that lead to higher intake of fast-food consumption among teenagers was associated with the current trend. In fact, fast-food is becoming a trend among teenagers nowadays because of a busier lifestyle which shows that mostly people are now preferring to choose food that is convenient, quick, low-cost, and tasty to consume. Additionally, sleeping patterns are associated with the personal lifestyle due to high consumption of fast-food among teenagers. Thus, a significant change in sleeping style may lead to high intake of unhealthy food among teenagers and it can cause craving for fast-food that is higher with added sugar, fat, and sodium.

Furthermore, in thematic analysis, its illustration is that price-quality inference leads to high consumption fast-food among teenagers nowadays. Hence, price-quality inference is related to customer satisfaction about fast-food consumption because customers who are satisfied with a brand's product are more inclined, especially to purchase those things again. Additionally, the purchase intention also includes in the price-quality inference that led to higher intake of fast-food consumption among teenagers. This is because purchase intent encourages more profitable commerce for the

industry and a company should be aware of the aspects that significantly affect buying intent such as food quality, staff service, competitive pricing, bill accuracy and so on.

(2006) Braun and Clarke Thematic analysis is a technique for analyzing qualitative data that entails searching across a data set to identify, evaluate, and report recurring patterns. It is a descriptive technique, but the processes of selecting codes and generating themes require interpretation. The flexibility of thematic analysis to be utilized within a wide range of theoretical and epistemic frameworks and to be applied to a wide range of research aims, designs, and number of respondents is one of its distinguishing features. While some scholars have characterized thematic analysis as belonging to ethnography (Aronson 1995) or as being particularly suited to phenomenology (Joffe 2011), Braun and Clarke (2006) argue that thematic analysis can stand alone as a analytic method and be viewed as the foundation for other qualitative research methods. In fact, the concepts of thematic analysis, such as how to code data, search for and refine themes, and present findings, are applicable to a variety of different qualitative approaches, such as grounded theory (Wattle and Lingard, 2012) and conversation analysis (Taylor et al. 2012). Due of its versatility, Braun and Clarke (2006) refer to theme analysis as a method rather than a predetermined strategy.

Compared to many other qualitative approaches, thematic analysis is easy to understand and put into practice. Because it doesn't require theory to guide analysis (i.e., it's non-theoretical), it can be completely inductive, and there are published explanations and examples of how to use it, less experienced researchers can use it effectively (King 2004; Braun and Clarke 2006; Nowell et al. 2017). At the same time, it is a complex way to look at data that lets researchers summarize, highlight, and judge a wide range of data sets. In fact, Braun, and Clarke (2006) said it should be the first technique for qualitative analysis that researchers learn. Lastly, and perhaps most importantly, thematic analysis

gives researchers a lot of freedom in terms of: (a) the types of research questions it can answer, which can range from personal accounts of people's experiences and understandings to broader structures in different social contexts; (b) the types of information and documents it can look at; (c) the amount of data it can look at; (d) the choice of theoretical and/or epistemological framework it can use; and (e) the ability to analyze it (Clarke and Braun 2013).

Finally, thematic analysis illustrates the promotions that cause high consumption of fast-food. Next, promotion is persuasive communication intended to notify potential customers of the existence of a product and to persuade and convince them of its desire-satisfying qualities. Besides, promotions involve advertising and sales promotion being a reason why teenagers have chosen fast-food to consume in their daily day rather than other foods. Therefore, advertising is necessary to further analyze and research how social media marketing affects customers' purchasing behavior. Meanwhile, the purpose of sales promotion is to persuade customers to buy the products that are being supplied in the hopes of boosting sales. To conclude, in thematic analysis, the researcher will find out and get the answer from the respondent about the personal lifestyle, price-quality inference and promotions due to consumption of fast-food among teenagers.



### Thematic Analysis

Table 3.1: Thematic Analysis

	QUESTION	CODING
QO 1 <b>Personal Lifestyle</b> <ul style="list-style-type: none"> <li>➤ Trends</li> <li>➤ Sleeping Pattern</li> </ul>	1. Is eating at McDonald's a hipster these days? 2. Does a person's sleeping pattern influence whether to come to McDonald's	<ul style="list-style-type: none"> <li>• Trends (T)</li> <li>• Sleeping Pattern (SP)</li> </ul>
QO 2 <b>Price Quality</b> <ul style="list-style-type: none"> <li>➤ Services Quality</li> <li>➤ Food Quality</li> </ul>	1. Is the service offered worth it even if it is expensive? 2. Is the quality of food worth it even if it is expensive?	<ul style="list-style-type: none"> <li>• Services Quality (SQ)</li> <li>• Food Quality (FQ)</li> </ul>
QO 3 <b>Promotion</b> <ul style="list-style-type: none"> <li>➤ Advertising</li> <li>➤ Sales Promotion</li> </ul>	1. Does advertising make you want to try McDonald's services? 2. What made you come to McDonald's?	<ul style="list-style-type: none"> <li>• Advertising (A)</li> <li>• Sales Promotion (SPN)</li> </ul>

### Thematic Analysis Map

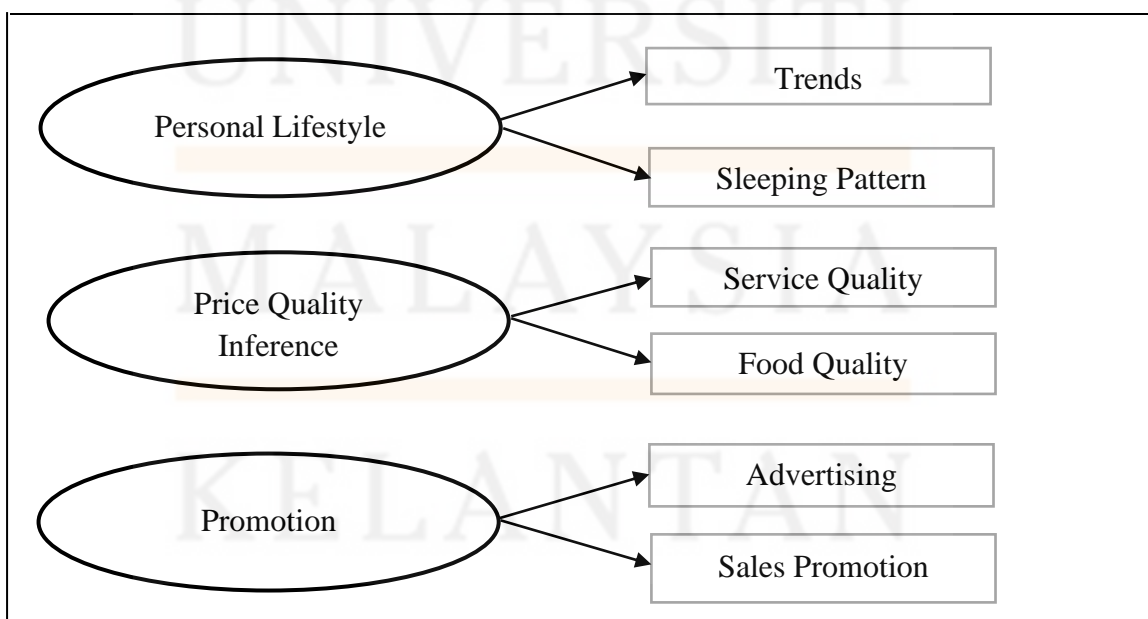


Figure 3.1: Thematic Analysis Map

### 3.6 SUMMARY

Teenagers are more affected by several elements overall in Pengkalan Chepa. Teenagers' intake of fast food in Pengkalan Chepa will increase because of this influence. Through interviews with respondents and on-site observations of them, data has been gathered. Researchers can learn more about fast food consumption among teenagers at Pengkalan Chepa through the findings of interviews and observations.



## **CHAPTER 4**

### **RESULTS AND DISCUSSIONS**

#### **4.1 INTRODUCTION**

This chapter begins with a discussion of the data preparation methods, data analysis strategy, and analysis procedure that were utilized for all interviews and observations. The report then provides an analysis of an interview conducted with adolescents in Pengkalan Chepa. Firstly, a concise summary of each participant is provided. This chapter will address all the study's research objectives. The data analysis revealed that all categories are interconnected, with Personal lifestyle, Price – Quality Inference, and Promotions being the most interconnected.

#### **4.2 FINDINGS**

##### **4.2.1 Demographics**

In this study, the researcher chooses purposive sampling which is the type of non – probability sampling technique. Purposive sampling is a means that the researcher used their own decisions about respondents to choose and picks those who best suit the purpose of the study and chooses (12) teenagers from Pengkalan Chepa. In this research, four – item demographics have been established which are gender, age, race, and religion. Gender has been coded which is consists of 5 males and 7 females. The percentages of participants by gender out of 12 respondents 42% of total respondents were male and the remaining 58% were female respondents who involve in this study. Female is most respondents for this study. Next, ages have been used in the demographic section. The

ages level of this study explained about teenager ages only that a respondent has completed. In this study, 18 ages have 4 respondent which is 33% meanwhile 17 ages have 5 respondent which is 42%. Finally, 16 ages have 3 respondents 25% and total all of this is 100%. Most of the participants in Pengkalan Chepa area are Malay. The percentages of respondents by race are Malay, which is 100%.

#### **4.2.2 Personal Lifestyle**

##### **i. Trends**

Trends are something that develops over time. Today is recognized as the moment of a hectic life, and most people move quickly (Dragana M et al., 2020). Based on the interviews that were conducted. Most respondents responded that eating at fast food restaurants is not a trend. The following is a portion of the interview conversation.

“Eating at a fast-food restaurant is not hipster because people consume there. ...”

(Respondent 1)

“Fast food is typically regarded as mainstream and lacking in authenticity, whereas hipster culture tends to value unique, artisanal experiences. ...”

(Respondent 2)

“Eating at a fast-food joint is not considered a hipster trend these days. In fact, fast food is a popular and widely accessible option for many people due to its affordability, convenience, and speed. ...” (Respondent 3)

“Personally, I do not think eating fast food is a hipster these days. ...”  
(Respondent 4)

“No, eating at a fast-food restaurant is not regarded as a "hipster" activity. Eating at a chain restaurant that sells mass-produced food may not be consistent with hipster culture's values of authenticity. ...” (Respondent 7)

“I do think that eating at a fast-food joint is a hipster these days. Nowadays, eating at a fast-food joint is also a trend and today's generation loves to follow the trend. ...” (Respondent 8)

“Eating at a fast-food joint is not typically considered hipster. In fact, hipsters often seek out trendy, artisanal restaurants that offer unique and locally sourced menu options. ...” (Respondent 10)

“Eating at a fast-food joint is not considered hipster these days. In fact, many hipsters tend to avoid fast food chains and opt for more unique and artisanal food experience. ...” (Respondent 11)

---

Fast food consumption is not hipster or trendy, according to Eight (8) of the twelve (12) respondents. It is not hipster or trendy to dine at this fast-food restaurant. This is because when people arrive at the fast-food restaurant, they are hungry. Not for the fashionable or hipsters. So, this contradicts literature review.

## ii. Sleeping pattern

Another prevalence of fast-food consumption among teenagers is related to sleeping patterns. Sleeping patterns among teenagers have influenced them to increasingly consume fast-food. Hormones like a lack of leptin and an increase in ghrelin levels, which can cause an increase in appetite, may be one of the potential causes of sleep deprivation in combination with the consumption of higher energy meals (Gonissen HK et al., 2013).

“There were times when I would order fast food from McDonald to eat because I was hungry late at night. ...” (Respondent 1)

“Sleep patterns can influence someone to come to a fast-food joint late at night. People who work night shifts or have other schedules that require them to be awake and active during the night may also be more likely to visit fast-food joints late at night as they may not have access to other food options during their work hours. ...” (Respondent 2)

“Sleep patterns can influence someone to come to a fast-food joint late at night. People who have irregular or disrupted sleep patterns may experience changes in their hunger and cravings, and they may feel hungry late at night when many other food options are not available. ...” (Respondent 3)

“I think it is true that sleep pattern related to someone coming to Fast-Food Joint late at night because someone who stays up may be hungry and they may choose the easiest way which is fast food. ...” (Respondent 4)

“There are still fast-food restaurants that operate more than 24 hours. No wonder if at 12pm there are still customers ordering food there. ...” (Respondent 6)

“Sleep habits can affect a person's decision to go to a fast-food restaurant after midnight. ...” (Respondent 7)

“I think sleep pattern does influence someone to come to fast food joint late at night. ...” (Respondent 8)

“Sleep patterns and fast-food consumption are interrelated. When we stay up late at night, food intake will increase. ...” (Respondent 9)

Nine (9) of the twelve (12) respondents agreed with the sleeping pattern. They feel that teenagers are now sleeping late at night and eating fast food at midnight. These are related to the previous research that teenagers were ordering their fast-food by food service app such as Food panda that known as popular food service application (Adam, 2021).

#### **4.2.3 Price – Quality Inference**

##### **i. Service Quality**

One of the prevalence of price – quality inference effects is shown by service quality. Most teenagers are satisfied with the service quality at fast-food joints. From the interviews conducted, most respondents stated that satisfaction with service quality. It is vital since a customer's cumulative experiences might result in either satisfaction or

discontentment (K. Hussain, Jing, Junaid, Bukhari, & Shi, 2019) and in addition, previous research (Shurair & Pokharel, 2019) demonstrates that service providers must provide adequate seating and space for clients. Below is part of the conversation involved from interview.

“The service quality is, in my opinion, quite swift and great. I received polite treatment from the company's trained staff...” (Respondent 1)

“Based on my experience, all fast-food service quality at Pengkalan Chepa is good. The service provided is very good, satisfying and the service is fast...” (Respondent 2)

“Fast-food joints are known for providing quick, convenient, and affordable food options to their customers. They usually offer a limited menu of standardized items that can be prepared and served quickly, allowing customers to get in and out of the restaurant within a short period of time...” (Respondent 3)

“The services carried out in the Fast-Food Joint depend on the franchise, some of them are good but some are otherwise. So far, the services that I receive from the Mc Donald totally satisfy me because their staff is very easy to ask anything such as how to redeem the food in the Mc Donald’s application...” (Respondent 4)

“Personally, I think they just make a good service just like MCD and KFC. This is because the service quality can vary at fast food joints depending on the specific location and management...” (Respondent 5)



“In my opinion, the quality of service at fast food is very good quality of service because their staff are agile in doing their work...” (Respondent 6)

“Fast food restaurants typically place a high priority on speed and convenience. For me, I would rather place their order while relaxing in their car, they frequently have a drive-through as well as indoor and outdoor seats...” (Respondent 7)

“About the services carried out in the fast-food joint, I could say that it is quite satisfying...” (Respondent 8)

“I think the services carried out in the fast-food joints have improved a lot. A good service will give a positive impression and excellent experience to the customers...” (Respondent 9)

“Fast-food joints offer quick and easy food services that cater to individuals who may not have the time or resources to prepare a meal themselves...” (Respondent 10)

“Generally, fast-food joints are known for providing quick and convenient services to customers. This is particularly appealing for people who are in a hurry and do not have much time to spare for a meal...” (Respondent 11)

“However, in general, it is important that the staff are courteous, efficient and provide quality customer service...” (Respondent 12)

All twelve (12) respondents agreed with the given query, which relates to the relationship between service quality and price quality inference. Many respondents agree that the service quality at Fast Food Joint is satisfactory and sanitary. This supports the literature review's conclusion about price quality, which is service quality.

## ii. Food Quality

Food quality demonstrates the prevalence of price-quality inference effects. Most teenagers are pleased with the food quality at quick food restaurants. The reason being the reasonable price. Most respondents who were interviewed expressed satisfaction with the service quality. According to Jun et al. (2017), customers desired nutritionally sufficient food. It is the responsibility of the service provider to utilize high-quality energy-supplying materials. The following is a transcript of a conversation from the interview.

“In my opinion “Excellent service, good menu, not too extensive. The food is excellent quality all around. They know how to make fries and their omelet sandwiches are the best...” Respondent 1)

“Based on my experience, the food is fast food, it is very satisfying. Besides, the quality of the food is great and worth it for me...” (Respondent 2)

“In general, fast-food franchises strive to maintain a consistent level of quality across all their locations, which is achieved through standardized food

preparation methods, quality control measures, and regular training for employees...” (Respondent 3)

“The food at the franchise is nothing to complain about, as for my experiences the food that I ate at fast food restaurant are very good and I always repeat for it...” (Respondent 4)

“In my opinion, the food at the franchise was very good, especially “Nasi Lemak” MCD. Additionally, there are so many choices of food that I can choose there...” (Respondent 5)

“Personally, I think franchise food has a variety that is different from other types of food. I admit franchise food is much tastier than other food...” (Respondent 6)

“Fast food chains are renowned for providing a small selection of options that are quick...” (Respondent 7)

“Honestly, I enjoy the food at the fast-food joint and the food at the franchise is good and variety...” (Respondent 8)

“I think the food at the franchise provides a variety of choices. Different types of menus and first-class services are my top priorities...” (Respondent 9)

“The food quality at a franchise can vary based on the individual location, the menu options, and the preferences of the customers...” (Respondent 10)

“Some customers find the food to be delicious, with generous servings and good value for the price. Others may find the food to be average or below average in terms of quality or taste...” (Respondent 11)

“The quality of the food at Fast-Food Joint can also vary depending on the location and the specific items being ordered...” (Respondents 12)

All twelve (12) respondents agreed with the given query, which relates to the relationship between food quality. Many respondents agree that the food quality at Fast Food Joint is satisfactory and sanitary. This is because the quality of the food provided is satisfactory, the price is low, and it is delicious. This supports the literature review's conclusion about price quality, which is food quality.

#### **4.2.4 Promotion**

##### **i. Advertising**

Each quick food restaurant engages in advertising. With this advertising, they hope to attract consumers to their fast-food restaurants. This interview was conducted by us, and the response to advertising is provided below.

“Because I frequently consume fast food, my peers occasionally invite me to eat nearby. My sister once took me to a McDonald's nearby to sample the new. ...”  
(Respondent 1)

“Fast food joints use various advertising tactics to promote their products and services to potential customers, such as television commercials, online ads, billboards, social media promotions, and more. These advertisements are designed to create brand awareness. ...” (Respondent 2)

“In my opinion, advertising can make people come to fast-food joints. Advertising is a powerful tool that can help fast-food joints create brand awareness. ...” (Respondent 3)

“The reason why I came to Fast-Food Joint is because of viral. It attracts me to try the new food or new menu that viral on the internet. ...” (Respondent 4)

“The reason why I came to Fast-Food Joint is because when I scroll on my social media, it always appears an advertisement such as a new menu. ...” (Respondent 5)

“I go to fast food because the advertisement or marketing made it look appetizing and fast food is also on my visit. ...” (Respondent 6)

“It is possible that we came to the fast-food joint for a quick and convenient meal. Fast-food restaurants are known for their speed and accessibility. ...” (Respondent 10)

“It is possible that they came to Fast-Food Joint because it was nearby and convenient for them. It is also possible that they came for the specific food items offered by Fast-Food Joint that they enjoy. ...” (Respondent 11)

“The reasons why someone chooses to visit Fast-Food Joint can be multifaceted. Some people may choose to visit for convenience, particularly if they are short of time and need a quick meal. ...” (Respondent 12)

Nine (9) of twelve (12) respondents stated that they visited this quick food restaurant due to the advertisement. People visit quick food restaurants due to advertisements on television and on social media. However, three (3) respondents disagreed; they did not visit the quick food restaurant because of the advertisement. Consequently, most respondents support advertising. This proves that the Literature review is supported by evidence.

## **ii. Sales Promotion**

Sales promotion is a promotion run by fast food to attract customers. According to Cannon, et al. (2009), sales promotion is defined as promotional efforts that spur curiosity, experimentation, or purchases from end users or other channel participants in addition to advertising, publicity, and personal sales.

“That's correct, I also visited McDonald's because of a promotion. Because I have the McDonald's app installed, I occasionally receive discounts. ...”  
(Respondent 1)

“Yes, sales promotions can inspire individuals to patronize fast-food restaurants. Sales promotions can also be effective in attracting new customers, ...”  
(Respondent 2)

“Yes, sales promotions can make people come to fast-food joints. Sales promotions, such as discounts, coupons, or special deals, can be very effective in attracting. ...” (Respondent 3)

“The sales promotion makes anyone come to the Fast-Food Joint because people can get affordable prices especially for the food they like. ...” (Respondent 4)

“Sales promotions can be effective in drawing in customers, as they offer discounts or deals that incentivize people to visit. ...” (Respondent 5)

“In my opinion, the sales promotion that is done is also one of the reasons why fast-food restaurants get quite good visitors today. ...” (Respondent 6)

“Yes, using promotional offers draws people to fast food restaurants. Sales promotions, such reduced rates, time-limited deals can generate excitement for me. ...” (Respondent 7)

“The sales promotion makes people come to the fast-food joint. I think it is because whenever this franchise has a promotion, people are always exposed to it. Nowadays, people always have their phone in their hands. ...” (Respondent 8)

“Sale promotion is an excellent marketing strategy to attract customers. For example, a special price on certain meals invites the customers to purchase the products or services. ...” (Respondent 9)

“It is possible that the sales promotion may entice some customers to come to the Fast-Food Joint. This is because customers are often attracted to special offers and discounts, which can make the Fast-Food Joint more appealing than its competitors. ...” (Respondent10)

“It depends on the effectiveness of the sales promotion. If the promotion is appealing enough to the target audience, it has the potential to attract customers to the Fast-Food Joint. However, if the promotion is unclear, uninteresting, or poorly executed, it may not have a significant impact on the number of customers visiting. ...” (Respondent11)

“Sales promotions can be a significant factor in driving customers to Fast-Food Joint. Promotions and discounts may offer a more significant incentive for customers who are price-conscious and may encourage them to visit more frequently. ...” (Respondent 12)

All twelve (12) respondents visit fast food restaurants because of the sale. All respondents concurred that this sale promotion drove them to quick food restaurants. Therefore, this sales promotion supports the Literature review, as the interview we conducted prior to conducting the Literature review concurred with the Literature review.



## **4.3 DISCUSSION**

There are various thoughts and views that have been collected during the interview of 8 Community in Pengkalan Chepa which specifically teenagers toward fast food consumption among teenagers in Pengkalan Chepa, Kelantan.

### **4.3.1 Trends**

Based on this research, throughout the in-depth interview with the eight respondents, three main objectives have been addressed. The first objective is to explore the fast-food consumption among teenagers in Pengkalan Chepa, Kota Bharu. Based on the findings, it shows many contradictory trends. Most of them contradictory trends. For example, which was quoted by respondents 2.” Fast food is typically regarded as mainstream and lacking in authenticity, whereas hipster culture tends to value unique, artisanal experiences.” This is not supported by the statement fast food consumption among teenagers. Most respondents do not frequent fast food restaurants for the latest trends. They visit the quick food restaurant due to their hunger.

### **4.3.2 Sleeping Pattern**

When the respondent was asked about sleeping pattern, similar answers were given by the respondent. The finding showed that of twelve (12) respondents only (11) respondents have sleeping patterns of fast-food consumption among teenagers. People with disrupted or irregular sleeping patterns, such as those who stay up late or work night shifts, may experience late-night cravings for food. Fast food joints often remain open

late or even 24 hours, making them convenient options for satisfying those cravings. This is supporting literature review because most respondents agreed with sleeping patterns.

#### **4.3.3 Service Quality**

The second objective that has been addressed is explore the price quality inference of fast-food consumption among teenagers. The respondent was asked about the service quality that can trigger fast food consumption. This study covered all respondents. All the respondents said the service quality is good and fast. For example, quote from respondents 3. “Fast-food joints are known for providing quick, convenient, and affordable food options to their customers. They usually offer a limited menu of standardized items that can be prepared and served quickly, allowing customers to get in and out of the restaurant within a short period of time...” All respondents supported service quality run by a fast-food joint. This is very important to discuss the service quality carried out by each fast-food joint.

#### **4.3.4 Food Quality**

The respondents were asked about the food quality that can be a predictor of fast-food consumption. This study discovered twelve (12) respondents were satisfied with the food quality provided by the fast-food joints. The cuisine at the fast-food restaurant is inexpensive, tasty, and varied. There are fast food restaurants on every continent, making quick food readily available. Quality ingredients, it was evident that this fast-food joint prioritizes the use of quality ingredients. The meats were of a noticeably higher standard compared to what one might expect from fast food. The chicken was tender and juicy,

while the beef had a rich and robust flavor. Additionally, the cheese, sauces, and condiments complemented the overall taste profile, providing a satisfying and enjoyable dining experience. For example, quote from respondents 6. “Personally, I think franchise food has a variety that is different from other types of food.” Therefore, this has demonstrated support for literature review.

#### **4.3.5 Advertising**

The last objective that has been addressed is to explore the promotion of fast-food consumption among teenagers in Pengkalan Chepa, Kota Bharu. This study discovered that of 12 respondents, 3 respondents did not agree with advertising for fast food. Meanwhile 9 respondents agree with going to fast food joints causes advertising. Advertising can be a significant factor in influencing consumer behavior and driving people to visit fast-food joints. Effective advertising campaigns can create awareness, generate interest, and entice individuals to try a particular fast-food restaurant. Advertising can showcase the menu items, highlight promotions or deals, and create a desire for the food being advertised. Aside from that, nine (9) respondents concurred with advertising; therefore, this advertising supports the literature review.

#### **4.3.6 Sales Promotion**

Respondents were asked about the sales promotion of Fast food is an important part of my thesis. This study discovered all respondents (12). All respondents understood the sales promotion conducted by the fast-food restaurant. Sales promotions, such as discounts, coupons, limited time offers, or combo deals, are designed to create a sense of

urgency and incentivize customers to make a purchase. When a fast-food joint offers an appealing sales promotion, it can capture the attention of potential customers who may be enticed by the perceived value or cost savings. Sales promotions can be effective in attracting both new customers and encouraging repeat visits from existing customers. The allure of a special deal or discount can motivate individuals to choose a particular fast-food joint over others, especially when they feel they are getting a good deal or saving money. This makes teenagers more interested because it saves them money. Therefore, this Literature review is supported because all respondents agree with the sale promotion.

#### **4.4 Summary**

All the interviewees reacted very favorably to the interview. The answers of all respondents assist significantly in supporting this study based on the interview. Different authors, with their claims focused on books, papers and earlier studies have given reliable answers to customer satisfaction toward Fast food consumption. This also validates the outcome of this study as the information obtained from the respondents is associated with statements from previous research scholars, which can be seen in the customer satisfaction toward Fast food consumption.

## CHAPTER 5

### CONCLUSION AND RECOMMENDATION

#### 5.1 INTRODUCTION

The research results are concluded in this chapter, which is broken up into three sections. The first portion finishes the research based on the objectives, and the second section, which is a limitation of the study where variables had influenced the interpretation of the results, follows. The recommendations' part, which will be covered in the final paragraph, will include suggestions for how to solve or avoid the ongoing issue.

#### 5.2 CONCLUSION

This research has identified a few personal lifestyle, price quality inferences and promotion that led to fast food consumption among teenagers. Fast food is a popular option, convenient for customers, flavorful, and affordable. It is the fastest-growing food category in the world due to its affordability, efficiency, and deliciousness. Customers' hectic lifestyles, particularly in dual-income families with children, are the key factor in their preference for fast food over home-cooked meals. In Malaysia, American chains such as A&W, Burger King, Domino's Pizza, Kentucky Fried Chicken (KFC), Marry Brown, McDonald's, Pizza Hut, and Subway dominate the fast-food sector. Generation Y students are the largest segment of Malaysia's population and have considerable purchasing power due to their lifestyle and eating habits. Fast food is a popular option, convenient for customers, flavorful, and affordable. It is the fastest-growing food

category in the world due to its affordability, efficiency, and deliciousness. Customers' hectic lifestyles, particularly in dual-income families with children, are the key factor in their preference for fast food over home-cooked meals. In Malaysia, American chains such as A&W, Burger King, Domino's Pizza, Kentucky Fried Chicken (KFC), Mummy Brown, McDonald's, Pizza Hut, and Subway dominate the fast-food sector. Generation Y students are the largest segment of Malaysia's population and have considerable purchasing power due to their lifestyle and eating habits.

This study aims to make a research proposal about the food intake of teenagers nowadays, which is characterized by an increase in fast food consumption. The Department of Statistics Malaysia reported that the percentage of food and beverage service activities increased in 2019 by 2.2 percent, which indicates that most people prefer to order food from restaurants rather than taking the time to prepare meals at home. Additionally, the government has taken the initiative through the 9th, specifically to support or promote Western fast-food franchises. In 2019, 87% of Malaysians opted to eat at fast-food restaurants, hawker stands, restaurants, and cafes at least once a week, and during the Covid-19 pandemic, 76% of individuals ordered fast food using popular applications for food delivery services like Food panda and grab food. Even though there are more fast-food restaurants opening, the negative effects on people's health exceed the positives, and this is related to greater body mass index. Social media can undoubtedly have an impact on people's eating patterns, and the popularity of unhealthy food programming can lead people to believe that eating fast food frequently is okay.

This research has explored the personal lifestyle of fast-food consumption among teenagers in Pengkalan Chepa involving the trend of eating too much fast food. All the 8 respondents have the since eating fast food quickly isn't only a trend among youths; it affects a large portion of the public, especially those who live in cities. Another personal

lifestyle is sleeping pattern. From the interview, 11 Of 12 respondents have shown a significant change in sleeping style, particularly staying up at midnight to do their own activities such as watching Netflix, playing games, chatting with friends and so on. Therefore, younger generations like to buy fast food to consume at midnight and while they are watching Netflix and playing games.

The research also explains the price quality inference of the fast-food consumption teenagers according to Goetsch and Davis (2014), quality encompasses every area of a business and is fundamentally a consumer's emotional experience. In this study, 12 respondents agree with the service quality. It can be defined as meeting or exceeding customer expectations regarding the delivery of service. In the context of a fast-food joint, this can include factors such as food quality, speed of service, cleanliness, staff friendliness, and overall customer experience. Besides that, all of the respondents also agree with the food quality. Food quality is a crucial factor for any fast-food joint, as it is the primary reason why customers visit the restaurant. Good food quality can be defined as the extent to which the food meets or exceeds customer expectations in terms of taste, freshness, nutritional value, and overall quality.

This research also explains about the promotion of the fast-food consumption among teenagers in Pengkalan Chepa which is the advertising for the promotion the fast food. This study discovered from 12 respondents, only 9 respondents agreed with advertising. An effective advertising campaign can also help build customer loyalty by reinforcing the brand's values, creating an emotional connection with the audience, and positioning the fast-food joint as a leader in the industry. However, it's essential to note that advertising alone cannot guarantee success for a fast-food joint. The quality of the food and service, competitive pricing, and the overall customer experience also play a crucial role in building customer loyalty and generating repeat business. In summary, if

all respondents agree with the advertising of a fast-food joint, it suggests that the advertising campaign is effectively promoting the brand and resonating with its target audience. From the interview, all the 12 respondents have agreed with food quality at fast food joints. Food quality is a crucial factor for any fast-food joint, as it is the primary reason why customers visit the restaurant. Sales promotion is a popular marketing technique used by fast-food joints to incentivize customers to visit their restaurants and increase sales. Examples of sales promotions may include discounts, coupons, buy-one-get-one-free offers, and limited-time offers. If all respondents agree with the sales promotion of a fast-food joint, it suggests that the promotion resonates with its target audience and provides value to customers.

### **5.3 LIMITATION OF STUDY**

In terms of data loss or collection, each study may have its own restrictions. The time allotted for completing this research is short, so this is a limitation of the study. In addition, the limitations of this study make it challenging to find the optimal time to distribute the interview session in relation to the current issue of COVID-19, as well as to obtain the respondents' genuine feedback. In addition, future researchers should not solely focus on adolescents as subjects. Consequently, in the future, researchers must concentrate their efforts on adults, whose finances are more stable than those of adolescents, whose finances are still unstable.

Aside from that, coverage is limited the scope of the investigation may be restricted to a particular region or place, such as Pengkalan Chepa. This limitation limits the ability to draw conclusions about the consumption trends of fast food among adolescents in other regions or areas with distinct cultural, socioeconomic, or



environmental factors. The scope of the investigation may be restricted to a particular region or place, such as Pengkalan Chepa. This limitation limits the ability to draw conclusions about the consumption trends of fast food among adolescents in other regions or areas with distinct cultural, socioeconomic, or environmental factors.

#### **5.4 RECOMMENDATION**

Based on the research, most of the respondents disagree and are aware that prevalence of fast-food joints is not a trend. Other than that, there were a few respondents who agree that fast-food joints are a trend. Based on this research, most of the respondents support sleeping patterns because as teenagers they frequently stay up at night and easily feel hungry when studying. Those who feel hungry will order fast food because at late night most restaurants have been closed. It is recommended for teenagers to order fast food at night to help relieve stress while doing homework and studying. It also helps them to keep focused on doing their business.

Besides, based on the interview among all the respondents, the majority states that service quality can be defined as meeting or exceeding customers' expectations regarding delivery of service. They believed it is the major factors that involved service quality which is speed of service, cleanliness, staff friendliness, and overall customer experience. Other than that, all respondents also agreed that the good quality of fast-food joints is one of the important factors to attract customers. The customer expectations in terms of taste, freshness, nutritional value, and overall quality are considered as food quality. Based on all the predictors stated, it is recommended that fast-food restaurants need to take serious care of these factors to gain customer satisfaction. Due to this action, they will get positive feedback and get more attention from customers.

Based on the interview among all the respondents, most of the respondents agreed and were aware that good advertising will help fast-food joints known by customers but there were a few respondents who disagreed with this statement. According to one of the respondents, fast-food joints are essential to deliver on the promises made in the advertising campaign by providing high-quality products, excellent customer service, and a positive overall dining experience. The fast-food joints recommended more advertising on social media to make sure groups of teenagers are aware of their advertising and put their product in a good quality and a great service.

Finally, based on the interview all respondents agreed that sales promotion is also one of the factors for fast-food joints. Sales promotion is one of the great ideas to attract customers because it includes discounts, coupons, buy-one-get-one-free offers, and limited-time offers. It is recommended that all fast-food joints need to do more sale promotions with a valuable price without lowering the quality of their products. This action will make customers satisfied and attract them as well as increasing sales.

## APPENDIX

### QUESTION

Appendix 1: Table of Question

	QUESTION	CODING
R1  <b>Personal Lifestyle</b>  ➤ Trends  ➤ Sleeping Pattern	1. Is eating at Fast food joint a hipster these days?	(T)
	2. Does sleep pattern influence someone to come to Fast-Food Joint late at night	(SP)
R2  <b>Price Quality</b>  ➤ Services Quality  ➤ Food Quality	1. What do you think about the services carried out in the Fast-Food Joint?	(SQ)
	2. What do you think about the food at the franchise?	(FQ)
R3  <b>Promotion</b>  ➤ Advertising  ➤ Sales Promotion	1. What made you come to Fast-Food Joint?	(A)
	2. Does the sales promotion make anyone come to the Fast-Food Joint? why?	(SPN)

**ANSWER**

Appendix 2: Tables of Answer R1

<b>Respondent</b>	<b>THEME</b>	<b>CODING</b>
<b>R1</b>	<p>1) In my opinion, eating at a fast-food restaurant is not hipster because people consume there. But everyone has a unique viewpoint. No, because I visit McDonald's to eat, then hang out with companions, and then return.</p> <p>2) In my case, I used to do this during the phase 2 movement control order. Where every night I would play the PUBG mobile game with my friends, there were times when I would order fast food from McDonald to eat because I was hungry late at night.</p>	<p>(-)</p> <p>(SP)</p>
	<p>3) The service quality is, in my opinion, quite swift and great. I received polite treatment from the company's trained staff. In comparison to other restaurants, the service provided is excellent.</p> <p>4) In my opinion "Excellent service, good menu, not too extensive. The food is excellent quality all around. They know how to make fries and their omelet sandwiches are the best. Affordable price. If I eat, I no longer find moldy food.</p>	<p>(SQ)</p> <p>(FQ)</p>
	<p>5) Because I frequently consume fast food, my peers occasionally invite me to eat nearby. My sister once took me to a McDonald's nearby to sample the new Buttermilk Chicken Nasi Lemak menu.</p>	<p>(A)</p>



	Fast-food joints can provide a convenient option for them to grab a quick meal or snack on the go.	
	<p>3) Based on my experience, all fast-food service quality at Pengkalan Chepa is good. The service provided is very good, satisfying and the service is fast.</p> <p>4) Based on my experience, the food is fast food, it is very satisfying. Besides, the quality of the food is great and worth it for me.</p>	<p><b>(SQ)</b></p> <p><b>(FQ)</b></p>
	<p>5) Fast-food joints use various advertising tactics to promote their products and services to potential customers, such as television commercials, online ads, billboards, social media promotions, and more. These advertisements are designed to create brand awareness, showcase the menu items, and entice people to visit the fast-food joint. Therefore, this advertising is a factor in my coming to the fast-food joint.</p> <p>6) Yes, sales promotions can inspire individuals to patronize fast-food restaurants. Sales promotions can also be effective in attracting new customers, as people may be more willing to try a new fast-food joint if they feel they are getting a good deal. Additionally, sales promotions can encourage repeat business by rewarding loyal customers and providing them with additional incentives to return.</p>	<p><b>(A)</b></p> <p><b>(SPN)</b></p>

Appendix 4: Tables of Answer R3

Respondent	THEME	CODING
<p><b>R3</b></p>	<p>1) No, eating at a fast-food joint is not considered a hipster trend these days. In fact, fast food is a popular and widely accessible option for many people due to its affordability, convenience, and speed. While some people may prefer to dine at more upscale restaurants or trendy eateries, others may choose fast food as a quick and easy meal option. Ultimately, food choices and dining preferences are highly personal and can vary widely depending on factors such as individual taste, budget, and lifestyle.</p> <p>2) Yes, sleep patterns can influence someone to come to a fast-food joint late at night. People who have irregular or disrupted sleep patterns may experience changes in their hunger and cravings, and they may feel hungry late at night when many other food options are not available. Fast-food joints are often open late and can provide a quick and convenient option for people who are looking for a late-night snack or meal.</p>	<p>(-)</p> <p>(SP)</p>
	<p>3) Fast-food joints are known for providing quick, convenient, and affordable food options to their customers. They usually offer a limited menu of standardized items that can be prepared and served quickly, allowing customers to get in and out of the restaurant within a short period of time. The services offered in fast-food joints can vary depending on the specific restaurant and</p>	<p>(SQ)</p>

	<p>its location. However, some common services include taking orders at the counter, drive-thru, or via mobile app, preparing and serving food, providing condiments and utensils, cleaning tables and other surfaces, and handling payments.</p> <p>4) The food quality at fast-food franchises can vary depending on the specific franchise, its location, and the menu items being offered. In general, fast-food franchises strive to maintain a consistent level of quality across all their locations, which is achieved through standardized food preparation methods, quality control measures, and regular training for employees. While fast-food franchises are often criticized for offering unhealthy and highly processed food options, many of them have made efforts to improve the quality of their food by offering healthier menu options, using higher-quality ingredients, and reducing the use of artificial preservatives and additives.</p>	<p><b>(FQ)</b></p>
	<p>5) In my opinion, advertising can make people come to fast-food joints. Advertising is a powerful tool that can help fast-food joints create brand awareness, promote their products and services, and influence consumer behavior.</p> <p>6) Yes, sales promotions can make people come to fast-food joints. Sales promotions, such as discounts, coupons, or special deals, can be very effective in attracting customers to a fast-food joint because they provide an incentive for people to try the restaurant or return for repeat visits.</p>	<p><b>(A)</b></p> <p><b>(SPN)</b></p>



Appendix 5: Tables of Answer R4

Respondent	THEME	CODING
<p><b>R4</b></p>	<p>1) Personally, I do not think eating fast food is a hipster these days because fast-food restaurants have existed for a long time, and it doesn't relate to hipster things. But it depends on the fast-food restaurants that offer the best interior to attract the hipsters.</p>	<p>(-)</p>
	<p>2) I think it is true that sleep pattern related to someone to come to Fast-Food Joint late at night because someone who stay up may hungry and they may choose the easiest way which is fast food.</p>	<p>(SP)</p>
	<p>3) The services carried out in the Fast-Food Joint depend on the franchise, some of them are good but some are otherwise. So far, the services that I receive from the Mc Donald totally satisfy me because their staff is very easy to ask anything such as how to redeem the food in the Mc Donald's application.</p>	<p>(SQ)</p>
	<p>4) The food at the franchise is nothing to complain about, as for my experiences the food that I ate at fast food restaurant are very good and I always repeat for it.</p>	<p>(FQ)</p>
	<p>5) The reason why I came to Fast-Food Joint is because of viral. It attracts me to try the new food or new menu that viral on the internet.</p>	<p>(A)</p> <p>(SPN)</p>

	<p>6) The sales promotion makes anyone come to the Fast-Food Joint because of a people can get affordable price especially for the food they like.</p>	
--	--	--

Appendix 6: Table of Answers R5

<b>Respondent</b>	<b>THEME</b>	<b>CODING</b>
<b>R5</b>	<p>1) Fast food joints a hipster these days is right. This is because people nowadays like to upload and share what they consume on their social media particularly just to have an aesthetic Instagram story.</p> <p>2) I do not think that sleep pattern influences someone to come to Fast-Food Joint late at night. This is because some of them are just too lazy to go out just for fast food, I mean they can eat anything in the kitchen if they feel hungry at midnight.</p>	<p><b>(T)</b></p> <p><b>(-)</b></p>
	<p>3) Personally, I think they just make a good service just like MCD and KFC. This is because the service quality can vary at fast food joints depending on the specific location and management.</p> <p>4) In my opinion, the food at the franchise was very good, especially “Nasi Lemak” MCD. Additionally, there are so many choices of food that I can choose there.</p>	<p><b>(SQ)</b></p> <p><b>(FQ)</b></p>

	<p>5) The reason why I came to Fast-Food Joint is because when I scroll on my social media, it always appears an advertisement such as a new menu of MCD like White Chocolate and strawberry Pie. This plays an important role in attracting customers to fast food joints, especially to people that like dessert just like me.</p>	(A)
	<p>6) Sales promotions can be effective in drawing in customers, as they offer discounts or deals that incentivize people to visit.</p>	(SPN)

Appendix 7: Table of Answer R6

Respondent	THEME	CODING
R6	<p>1) In my opinion, fast food is popular nowadays among people. It has also become one of the hipster trend tours in Malaysia.</p>	(T)
	<p>2) In my view, there are still fast-food restaurants that operate more than 24 hours. No wonder if at 12pm there are still customers ordering food there. It can also disturb a person's sleep pattern because it is usually a time for us to rest but they choose to stay up and consume fast food.</p>	(SP)
	<p>3) In my opinion, the quality of service at fast food is very good quality of service because their staff are agile in doing their work. Their staff is also, I believe, well trained and well trained.</p>	(SQ)

	4) Personally, I think franchise food has a variety that is different from other types of food. I admit franchise food is much tastier than other food. This is because franchise food always gets a warm welcome from the community.	<b>(FQ)</b>
	5) I go to fast food because the advertisement or marketing made it look appetizing and fast food is also on my visit list if I leave the house. 6) In my opinion, the sales promotion that is done is also one of the reasons why fast-food restaurants get quite good visitors today. This is because their sales promotion is affordable and reaches the standard price in our society. For example, the Rahmah menu at MCD got a great response	<b>(A)</b>  <b>(SPN)</b>

Appendix 8: Table of Answer R7

<b>Respondent</b>	<b>THEME</b>	<b>CODING</b>
<b>R7</b>	1) No, eating at a fast-food restaurant is not regarded as a "hipster" activity. Eating at a chain restaurant that sells mass-produced food may not be consistent with hipster culture's values of authenticity, individuality, and non-mainstream experiences. But it's crucial to keep in mind that the term "hipster" can mean various things to various people and evolve over time. In the end, it depends on personal preferences and perception.	<b>(-)</b>

	<p>2) Yes, sleep habits can affect a person's decision to go to a fast-food restaurant after midnight. People with sleep disorders or insomnia might find themselves awake and ravenous in the late hours of the night when many restaurants are closed. For those searching for a quick bite to eat during these hours, fast food restaurants that are open around-the-clock can be a practical option.</p>	<p><b>(SP)</b></p>
	<p>3) Fast food restaurants typically place a high priority on speed and convenience. For me, I would rather place their order while relaxing in their car, they frequently have a drive-through as well as indoor and outdoor seats. To make ordering and receiving meals even easier for customers, certain fast-food restaurants have begun to provide smartphone ordering and delivery options.</p> <p>4) Fast food chains are renowned for providing a small selection of options that are quick. These foods are often mass-produced and pre-prepared, and to increase flavor, they frequently use processed ingredients and a lot of salt, sugar, and fat. While these foods can be filling and practical, they may not always be the healthiest choice and, if regularly consumed, can exacerbate health problems like obesity and heart disease. It's critical for people to make educated food decisions and to think about the nutritional value of their meals, even while dining at fast food restaurants.</p>	<p><b>(SQ)</b></p> <p><b>(FQ)</b></p>

	<p>5) Fast food establishments are a practical choice for me because they are frequently situated in accessible locations, such as next to busy intersections or in large shopping malls. Fast food can be an appealing option for me on a tight budget or seeking a quick and simple meal due to its price. In addition, I could have a special hankering for a certain kind of fast food and decide to go to a certain franchise to fulfil my craving.</p> <p>6) Yes, using promotional offers draws people to fast food restaurants. Sales promotions, such reduced rates, time-limited deals can generate excitement for me. The meal may become more reasonable or provide better price as a result I am willing to go there and enjoy my meals. Overall, fast food franchisees can increase revenue and draw in new consumers by using sales promotions as a marketing tactic.</p>	<p>(-)</p> <p><b>(SPN)</b></p>
--	--	--------------------------------

Appendix 9: Table of Answer R8

Respondent	THEME	CODING
<p><b>R8</b></p>	<p>1) In my opinion, I do think that eating at a fast-food joint is a hipster these days. Nowadays, eating at a fast-food joint is also a trend and today's generation loves to follow the trend. A lot of fast foods joints have been open in Pengkalan Chepa such as McDonald, Pizza hut and more.</p> <p>2) I think sleep pattern does influence someone to come to fast food joint late at night. When people sleep late at night, they usually can easily feel hungry. As we all know, these fast-food joints open for 24 hours and not a lot of other restaurants open until midnight. So, people absolutely will search for these fast-food joints to buy food.</p>	<p>(-)</p> <p><b>(SP)</b></p>
	<p>3) About the services carried out in the fast-food joint, I could say that it is quite satisfying. Fast food joint is a quick-service restaurant, so the workers need to make the food at a fast pace. But when a lot of people go to the restaurant, the service sometimes slows down. But the workers at these fast-food joints know how to control the situation and make the customer calm down.</p> <p>4) Honestly, I enjoy the food at the fast-food joint and the food at the franchise is good and variety. There's a plethora of foods that you can choose. For example, hamburger, pizza, fried chicken,</p>	<p><b>(SQ)</b></p> <p><b>(FQ)</b></p>

	<p>spaghetti, and many more. It may not be as healthy as homemade food, but it can be quite healthy if the correct choices are made.</p>	
	<p>5) There are quite a few reasons why I go to fast food joints. First, it is quick. All you must do is order your food and wait. After it arrives, you can quickly eat it. Sometimes, there are times where I don't feel like cooking also might be the reason why I go to fast food joints. This franchise really comes in handy during this time. I can get extra time to rest.</p> <p>6) I do think the sales promotion makes people come to the fast-food joint. I think it is because whenever this franchise has a promotion, people are always exposed to it. Nowadays, people always have their phone in their hands. So, whenever they are exposed to the promotion, they might want to try. The price of the food during the sales promotions is quite cheaper than usual.</p>	<p>(-)</p> <p>(SPN)</p>





Appendix 10: Table of Answer R9

Respondent	THEME	CODING
<p><b>R9</b></p>	<p>1) Hipsters' food is one of the new food cultures in Malaysian society today. Hipster fast food has influenced our diet and eating habits.</p> <p>2) Sleep patterns and fast-food consumption are interrelated. When we stay up late at night, food intake will increase. It has effects on individual health and diet.</p>	<p>(T)</p> <p>(SP)</p>
	<p>3) I think the services carried out in the fast-food joints have improved a lot. A good service will give a positive impression and excellent experience to the customers.</p> <p>4) I think the food at the franchise provides a variety of choices. Different types of menus and fist class services are my top priorities. I want to find tasty and healthy food other than a good place to eat.</p>	<p>(SQ)</p> <p>(FQ)</p>
	<p>5) I chose fast food joint because it is quick, easy to get to and the food tastes good. Moreover, I can socialize with family and friends. It is also a convenient and entertaining place to go.</p> <p>6) Sale promotion is an excellent marketing strategy to attract customers. For example, special price on certain meals invites the customers to purchase the products or services.</p>	<p>(-)</p> <p>(SPN)</p>

Appendix 11: Table of Answer R10

FYP FHPK

Respondent	THEME	CODING
<p><b>R10</b></p>	<p>1) No, eating at a fast-food joint is not typically considered hipster. In fact, hipsters often seek out trendy, artisanal restaurants that offer unique and locally sourced menu options. Fast food chains are often viewed as mass-produced and lacking in creativity, which goes against the ethos of hipster culture. However, there may be certain fast-food chains that have developed a cult following among hipsters' unique food and drink experiences that are different from mainstream fast-food chains.</p> <p>2) Yes, sleep pattern can influence someone to come to a fast-food joint late at night. People who have irregular sleep patterns, such as those who work night shifts or have insomnia, may feel hungry at unconventional times, and may crave fast food due to its convenient and quick preparation.</p>	<p>(-)</p> <p>(SP)</p>
	<p>3) Fast-food joints offer quick and easy food services that cater to individuals who may not have the time or resources to prepare a meal themselves. They operate on a business model that provides quick, high-volume information about them. The services in a fast-food joint typically involve taking orders, preparing food quickly and efficiently, providing customers with their orders, maintaining cleanliness and hygiene in the restaurant, and accommodating customer complaints or issues.</p>	<p>(SQ)</p>

	<p>4) The food quality at a franchise can vary based on the individual location, the menu options, and the preferences of the customers. In general, most franchises have standard recipes and ingredients, which can ensure consistency in taste and quality across locations of a specific franchise if you provide me with the name and location.</p>	<p><b>(FQ)</b></p>
	<p>5) It is possible that we came to the fast-food joint for a quick and convenient meal. Fast-food restaurants are known for their speed and accessibility, making us a popular choice for people who are on the go or don't have time to cook. Additionally, fast-food restaurants often offer inexpensive meal options, making them an attractive choice for people who are looking to save money on food. Other reasons someone might use a popular option for people on-the-go or with limited time for meal preparation.</p> <p>6) It is possible that the sales promotion may entice some customers to come to the Fast-Food Joint. This is because customers are often attracted to special offers and discounts, which can make the Fast-Food Joint more appealing than its competitors. Additionally, if the sales promotion is well-advertised, it can create a sense of urgency or excitement among customers, motivating them to visit the Fast-Food deals and discounts, especially if they are on items that they like or want to try. For example, if the sales promotion is offering a free burger with the</p>	<p><b>(A)</b></p> <p><b>(SPN)</b></p>

	purchase of a drink, customers may be more likely to visit the Fast-Food Joint to take advantage of this offer.	
--	---	--

Appendix 12: Table of Answer R11

Respondent R11	THEME	CODING
	<p>1) No, eating at a fast-food joint is not considered hipster these days. In fact, many hipsters tend to avoid fast food chains and opt for more unique and artisanal food experiences. Fast food is often seen as mass-produced and lacking in quality ingredients, which goes against the hipster ethos of supporting local and sustainable businesses.</p> <p>2) Yes, sleep pattern can influence someone to come to a fast-food joint late at night. If someone has a disrupted sleep pattern, they may feel a craving for comfort food or a quick snack in the middle of the night. Their internal clock may be off, causing them to feel hungry when they should be sleeping. Additionally, those who work night shifts or have irregular schedules may find themselves stopping at strong urge to consume foods that are high in calories and sugar late at night. This can be due to hormonal changes that occur during disrupted sleep patterns, leading to increased appetite and cravings for unhealthy foods. Additionally, someone who is awake late at night due to a delayed sleep phase or</p>	<p>(-)</p> <p>(SP)</p>

	<p>insomnia may find that there are fewer options for food at that time of night and may be more likely to choose a fast-food joint that is open 24 hours as a convenient option.</p>	
	<p>3) Generally, fast-food joints are known for providing quick and convenient services to customers. This is particularly appealing for people who are in a hurry and do not have much time to spare for a meal. The services usually involve taking orders and preparing food joint. Fast-food joints typically provide quick, convenient, and affordable food options to customers. While these services may be convenient, they tend to lack nutritional value and may not be considered healthy meal options. Additionally, fast-food joints are known for their standardized and uniform experience, which may not cater to everyone's individual tastes and preferences. However, these services remain a popular choice for many due to their speed and accessibility.</p> <p>4) The quality and taste of the food can vary depending on the franchise location and the menu items selected. Overall, the franchise is known for serving fast food that is convenient and affordable. Some customers may appreciate the taste and convenience of the food at the franchise based on reviews and feedback from customers. From what I have analyzed, the food at the franchise varies depending on the location, menu items, and individual preferences. Some customers find the food to be delicious, with generous servings and good value for the price.</p>	<p>(SQ)</p> <p>(FQ)</p>

	<p>Others may find the food to be average or below average in terms of quality or taste. Overall, the food at the franchise seems to have mixed reviews, so it's best to read through reviews and try the food yourself to form your own opinion.</p>	
	<p>5) It is possible that they came to Fast-Food Joint because it was nearby and convenient for them. It is also possible that they came for the specific food items offered by Fast-Food Joint that they enjoy. Other factors that could have influenced their decision to come to Fast-Food Joint may include fast service, affordable prices, and promotions or deals that Fast-Food Joint was offering at the time. Food or items on the menu that they enjoy, such as a particular burger, fries, milkshake, or other fast-food options.</p> <p>6) It depends on the effectiveness of the sales promotion. If the promotion is appealing enough to the target audience, it has the potential to attract customers to the Fast-Food Joint. However, if the promotion is unclear, uninteresting, or poorly executed, it may not have a significant impact on the number of customers visiting the restaurant. Additionally, there may be other factors that influence whether someone chooses Fast-Food Joint. For example, if the promotion offers a discounted price or a free menu item, it could motivate customers to visit the restaurant and make a purchase. However, if the promotion is not compelling or relevant to the customers, it may not result in increased foot traffic. Ultimately, the success of the sales promotion in attracting</p>	<p>(A)</p> <p>(SPN)</p>

	customers to the Fast-Food Joint would depend on various factors such as the offer, the target audience, and the competition in the market.	
--	---	--



UNIVERSITI  
MALAYSIA  
KELANTAN







	<p>may encourage them to visit more frequently. Additionally, sales promotions can help introduce new products or menu items, which can keep customers interested and engaged. However, sales promotions should be used thoughtfully and strategically to avoid devaluing the brand or product.</p>	
--	---	--

## REFERENCES

- Abdullah, N. N., Mohamad Mokhtar, M., Abu Bakar, M. H., & Al-Kubaisy, W. (2017). Fast Food Consumption and Obesity. *Asian Journal of Quality of Life*, 2(6), 11.
- Abraham, S., Martinez, M., Salas, G., & Smith, J. (2018). College student's perception of risk factors related to fast food consumption and their eating habits. *Journal of Nutrition and Human Health*, 02(01).
- Amir, M. (2021, September 6). *Fast Food Statistics in Malaysia (Pre-Pandemic and Current Times) [2021 ]*. Trusted Malaysia.
- AlFaris, N., Al-Tamimi, J. Z., Al-Jobair, M. O., & Al-Shwaiyat, N. M. (2015). Trends of fast-food consumption among adolescent and young adult Saudi girls living in Riyadh. *Food & Nutrition Research*.
- Anitharaj, M. S. (2018). A study on Behaviour of Youngsters towards Fast Food Restaurants, *International Journal of Emerging Research in Management and Technology* Vol. 7, Issue 1, pp1-7.
- Benajiba, N. (2016). Fast food intake among Saudi population: Alarming fact. *American Journal of Food and Nutrition*, 6 (2), 44-48.
- Binkey, S. (2019). Fast-food marketing and children's fast-food consumption: a trigger to children obesity. *Indian Journal of Public Health Research & Development*, 10(7), 173-177.
- Cheong, K. C. Ling, C. Y., Hock, L. K., Ghazali, S. M., Huey, T. C., Ibrahim, M. K. C., ... Yusoff, A. F. (2019). Association between availability of neighborhood fast

food outlets and overweight among 5–18-year-old children in peninsular Malaysia: *A cross-sectional study. International Journal of Environmental Research and Public Health*, 16(4), 593.

Daradkeh, G., Al Muhannadi, A., & Al Hajr, M. (2018). Fast Food vs Healthy Food Intake and Overweight/Obesity Prevalence among Adolescents in the State of Qatar. *Journal of Obesity Treatment and Weight Management*, 1 (1), 2

Deanna M. Minich, J. S. (2013). "Personalized Lifestyle Medicine: Relevance for Nutrition and Lifestyle Recommendations", *the Scientific World Journal*, vol. 2013, Article ID 129841, 14 pages, 2013.

Department of Statistics Malaysia. (2019). *Services Producer Price Index Second Quarter of 2019.D.o.S.Malaysia*.

Dornelles, A. (2019). Impact of multiple food environments on body mass index. *PLOS ONE*, 14 (8), e0219365.

Economics & Business Solutions Journal Volume 2, Number 2, 2018, 2580-8079 1  
STRATEGIC ROLE OF SALES PROMOTION IN INCREASING THE  
NUMBER OF VERMOX DRUG SALES

El-Gilany, A. H.-H. (2016). Mısır Mansoura üniversitesi'nde tıp öğrencileri arasında çabuk yemek (Fast food) tüketim ve bilgisi. *TAF Preventive Medicine Bulletin*, 15 (5), 440–445.

Garza, K. B., Ding, M., Owensby, J. K., & Zizza, C. A. (2016). Impulsivity and fast-food consumption: *a cross-sectional study among working adults. Journal of the Academy of the Nutrition and Dietetics*, 116(1), 61-68

- Gonnissen, H. K., Adam, T. C., Hursel, R., Rutters, F., Verhoef, S. P., & Westerterp-Plantenga, M. S. (2013). Sleep duration, sleep quality and body weight: parallel developments. *Physiology & Behavior*, 121, 112-116..
- Hawkins, L. K. (2020). Do perceived norms of social media users' eating habits and preferences predict our own food consumption and BMI? *Appetite*, 149, 104611.
- Mohammadbeigi A, Asgarian A, Moshir E, Heidari H, Afrashteh S, Khazaei S, et al. (2018). Fast food consumption and overweight/obesity prevalence in students and its association with general and abdominal obesity. *Journal of preventive medicine and hygiene*. 2018;59(3):E236.
- Mohd Farid Shamsudin<sup>1</sup>, Mohd Faizun Mohamad Yazid<sup>2</sup>, Sallaudin Hasan<sup>3</sup>, Baharudin Kadir<sup>4</sup> (19 June 2020) **REVIEW ON SERVICE QUALITY IN FAST FOOD RESTAURANT. CUSTOMER SATISFACTION AS MEDIATOR***
- Roslinda Isa, N. A. (2022). Food Access and Fast-Food Consumption Behaviour among Health Sciences Students at Uitm Puncak Alam.
- Saghaian, S., & Mohammadi, H. (2018). Affecting frequency of fast-food consumption. *Journal of Food Distribution Research*, 49(1), 22-29.
- Segmanta.(2021). Gen-Z-Millennials-On-Fast-Food/.RetrievedSeptember, 2021, From The Appetite Of 2020: Gen Z & Millennials On Fast Food:
- Song, Y. (2016). Factors that Affect Fast Food Consumption: *A Review of the Literature*. *MBA Student Scholarship*, 53.

- Syafiqah, I.N., Normala, R., et al., (2018). Fast Food Consumption Behavior among University Students, *International Journal of Research and Innovation in Social Science*, Vol.2 , Issue XII, December 2018.
- Syazwani A. Malek @ Abdul Malek, A. Y. (2022). The Pattern of Fast-Food Consumption Among Generation Z in Kota Bharu.
- Mohd Nadzar, N. A. A., & Hamid, H. (2019). Fast Food Consumption Behaviour Among School Of Quantitative Science (SQS) Students In University Utara Malaysia. The 2nd Young Researchers' Quantitative Symposium (YRQ 2019), Universiti Utara Malaysia
- Tasdemir S, Oguzhan O Z. (2016). The factors influencing sleep quality. *Ann Indian Acad Neurol* [serial online] 2016 [cited 2022 Dec 30]; 19:422. Available from:
- Tan, Lee Ying (2016) Fast Food Consumption Behavior among Generation Y in Malaysia. Master dissertation/thesis,
- Rutakumwa, R., Mugisha, J. O., Bernays, S., Kabunga, E., Tumwekwase, G., Mbonye, M., & Seeley, J. (2019). Conducting in-depth interviews with and without voice recorders: a comparative analysis. *Qualitative Research*, 20(5), 565–581.