FAST-FOOD CONSUMPTION AMONG UNIVERSITY STUDENTS: A

COMPARATIVE STUDY BETWEEN UNIVERSITI MALAYSIA KELANTAN (UMK)

PENGKALAN CHEPA AND INSTITUT PENDIDIKAN GURU KOTA BHARU (IPG)

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1.1 INTRODUCTION

Saha 2018 defines fast food as a type of unhealthy food that has been made a choice by most students. Fast food refers to a higher intake of energy-dense food and can also expand the risks especially in the health of the human body such as weight gain. Nevertheless, research by (H. H. Al-Otaibi 2015) claims that compared to when they were children or teenagers, college students are more prone to skip meals or eat out with friends. There is evidence that throughout college years, consumption of nutritious foods including fruits, vegetables, and milk drops while consumption of fast-food soft beverages rises.

On the other hand, eating patterns change at the same time that technology is developing quickly. Although nutrition is important for all societal groups, university students give it a varied level of importance. People start making decisions regarding their food habits and dining out more as they become more autonomous during this time frequently, and are influenced by their social circles (H. Darminci 2012). Despite the perception in other countries, Fast-food has seena sector that is Fast expansion is being experienced both globally and in Malaysia, especially in urban areas. Furthermore, Malaysia's diversified cuisine reflects the country's unique culture throughout its numerous states and regions (F. Q. Habib 2012). The goals of this research were to identify the aspects of the product that influence fast food consumption, to assess university students' present nutritional state, and to make a relationship between the dietary energy content of the popular fast foods consumed by university students (Dr. J. Jayasinge 2014).

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According to the research by (H. A. Alfawaz 2012), the relationship between fast food and the pattern of food consumption especially in female university students was not studied well in the literature. As we can see, female university students are more likely to eat fast food compared to males. As they were intended to have better nutrition and fewer unhealthy eating habits, we anticipate that the link between fast food and this demographic will be different. Therefore, the purpose of this study is to look at the relationship between eating some fast food, BMI, how often you consume it, and the effects, particularly on female students who specialize in fast food nutrition.

Apart from that, a study conducted by (Izza et al., 2018) stated that the increasing trend of eating from home is apparent for the fast-food industries in strategic locations to attract consumers,

In conclusion, there has been an increase in recent years in the concentration on fast food consumption among university students. The study's results also demonstrate that fast food consumption is largely influenced by taste and student budgets rather than demographic factors like age or gender. Although eating fast food over the long term has a negative impact on one's health, it has been noted that consumption has been rising quickly. It is important to raise awareness about fast food so that its consumption can be reduced in the next years. (Lipika et al., 2020)

1.2 BACKGROUND OF THE STUDY

Fast food and unhealthy snacks are increasingly more common among teenagers than they once were. The purpose of this study was to identify the factors that affect university students' snacking. The two primary types of characteristics that affected students' snack consumption were influential behaviors and influential emotions and perceptions. Influential behaviors were displayed by students, their families, peers, school authorities, and snack suppliers.In addition, dread of the repercussions of eating unhealthy snacks and beliefs of the benefits of eating healthy snacks were also significant emotions and perceptions. Snacking, which is defined as eating between meals, is one of the main ways people consume calories. It makes up about 40% of the total daily calories consumed by Iranian schoolchildren. Even children who have breakfast tend to feel hungry about midday and lose focus, so providing them with a healthy snack at this time can help them focus and learn. The choice of snacks should take into account the students' dietary needs as well as their tastes and preferences. Furthermore, snacks shouldn't make someone less hungry for their big meals. Healthy snack options include simple cookies, natural fruit juices, nuts (such as walnut, hazelnut, pistachio, and almond), and fresh fruits and

vegetables.

1.3 PROBLEM STATEMENT

As mentioned by (Sharhida et al 2021), It is crucial to pay attention to students' food intake since it has an impact on their physical and mental development, which is seen as a key factor in the advancement of human resources. Due to their hectic daily schedules, university students often choose fast food since it saves them time rather than eating well. This is because of their jam-packed class schedules and back-to-back homework. According to Ebru et al. (2013), eating fast food has become the new, quick choice for dining during the hurried lunch hour in urban living. Eating, as we all know, can satisfy our hunger and give us pleasure, but it also has the potential to lead to chronic illnesses like obesity and diabetes, among many others.

However, Khoo et al (2021) assert that fast food consumption among Malaysian youths started in 2000. Since 2000, a large number of fast-food restaurants have joined the Malaysian market, influenced by the fast-food culture of western nations. For instance, KFC is the most well-liked fast-food establishment in Malaysia. Their response to the hunger issue appears to be fast food outlets. Students may easily locate and purchase fast food because it is widely available in many places across the nation, especially after they have finished their classes or tasks. We must completely understand the reasons why today's youth prefer fast food over a healthful main course in order to effectively solve this issue. The research mentioned above demonstrates that a future sickness is likely due to the students' lifestyle of not caring for them.

Based on the journal that has been written by S. Naher (2020) states that fast food consumption is an emerging trend among adolescents worldwide. Fast food intake among college-bound teenagers is concerning and poses a serious public health risk. It

would be ideal to start targeted health education initiatives, dietary recommendations, and successful public awareness efforts to address this issue.

Yay et al. (2017) also state that awareness of calorie intake and preferences for healthy food is very important for students. With unhealthy eating routines and office-oriented lifestyles that did not involve so many movements and lack of exercise. By not involving much movement after taking unhealthy food can cause diseases such as obesity and fat. The researchers state that fast food taken by university students is very difficult to avoid as it is also part of our culture to serve the young generation especially when there is more interest in fast food even during events such as party ceremonies.

The state research is evidence that a few factors from fast food consumption among university students can cause many risk diseases in the future. The students should improve their lifestyle by eating healthy food not every day but a little bit a day to get away from negative effects in the future. Collectively, the limited data indicate that university students right now take fast food because they have no time to take healthy food. After all, they think fast food is a type of food that is delivered on time. Not to mention that fast food also absolutely can affect health like obesity, diabetes, cancer, and any chronic disease out there.

In this study, the researchers want to examine the factors of fast-food consumption among university students. The purpose of this study began when many university students right now most likely take unhealthy food or unknown fast food and because of that can lead to many risk diseases, especially at a young age.

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1.4 RESEARCH OBJECTIVE

The research's objectives will outline its goals and provide background information on why the study is being conducted. It will aid in the development of the research by summarizing the methodology and objectives of the study. At the conclusion of the problem statement in the research paper's introduction, objectives should be stated. They ought to be defining the project's breadth and depth, contributing to its research design, and describing how it will advance knowledge already known. To determine the causes of university students' consumption of junk food

i. To examine the significant relationship between social status on fast-food consumption.

ii. To determine the significant relationship between environmental factors on fast-food consumption. iii. To identify the relationship between student lifestyle on fast food consumption among university students.

1.5 RESEARCH QUESTIONS

The researcher has developed a few research questions:

1. What is the relationship between social status and fast-food consumption among university students?

2. What is the relationship between the environment factor and fast-food consumption among university students?

3. What is the relationship between student lifestyle and fast-food consumption among university students?

1.6 SCOPE OF STUDY

This section describes the context of the entire review area. This study was conducted to find out the factors of junk food intake among university students as well as their knowledge related to the effects of the food intake. Therefore, this research was done on students of Universiti Malaysia Kelantan who had the opportunity to answer some questions distributed through the google form platform. The main purpose of setting the scope of this study is to facilitate the researchers to determine the respondents as well as to see the pattern of snack intake among the students of the University of Malaysia Kelantan more closely.

1.7 SIGNIFICANCE OF THE STUDY

This research study will help to better understand fast-food consumption among university students. The study of the factors of fast-food consumption among university students can provide an advantage to wellness. They can use this study to find out the main factors of fast-food consumption among university students. In addition, this study can also help the government to improve management in wellness. However, this study will also benefit future researchers to conduct more studies on the factors influencing fast-food consumption among university students.

1.8 STRUCTURE OF REPORT

This chapter emphasised the background of the research and presented the research problem. Then the research objectives and research question were outlined followed by the scope of the study. At the end of chapter 1, the significance of this research was justified and key elements of the research are highlighted covering the definitions of key terms.

1.9 SUMMARY

According to the study's findings, students' snack consumption is influenced by their own actions, views, and emotions as well as those of their family members, peers, and the people around them at school. In other words, environmental influences as well as personal and interpersonal ones influence kids' snack consumption. Effective tactics for encouraging healthy snack intake among students include education and understanding of the advantages of healthy snacks as well as the negative short- and long-term effects of unhealthy snacks. Environmental changes may help make the school setting a pleasant place for pupils to enjoy a healthy snack. Additionally, we discovered that students' concern about the repercussions of poor eating was a contributing factor in their snack consumption. They did, however, occasionally refrain from consuming the traditional dishes served at the school cafe because of this anxiety. Fear is viewed as a significant element behind behaviors in the Health Belief Model and is therefore a significant predictor of eating behaviors. Fear is characterized as a perceived threat. As a result, tactics for encouraging the intake of nutritious snacks must be based on the perceived threats of the target demographic.

2.1 INTRODUCTION

Arif et al, (2016) stated that the admission of students to universities consists of several groups. The researchers state that some mainstream students enter university after graduating from high school. Further, they start with the first year mostly the students in the university in a stage of the first year in university who are entering the university can provide a good healthy lifestyle in food. In adolescents, eating fast food is adversely correlated with consumption of vegetables, fruits, and milk and favorably correlated with overall caloric intake and obesity. Instead than concentrating on how consumers perceive the concept of fast meals, the majority of researches have examined fast-food consumption habits, notably the frequency of intake. Morse looked at how frequently college students ate fast food. In a 10-year longitudinal study, their findings showed that the majority of young adults reported consuming meals at fast food outlets 1-3 times per week. This is also can see when they are on stage early in the semester, they can take care of their lifestyle food but in the next years of study they also have a very much commitment that can make they have no time to eat proper food and because of that they make a choice to take a portion of fast food to make an everyday meal.

In the next years in university, students most frequently experience stress in their studies. According to C. Liu (2007), students are more stressed when they study at universities with a lot of tasks like assignments, tests, quizzes, and many more. Stress in the study can come with a variety of negative effects including the use of Food can be used to relieve stress and tension in addition to providing nutrients. Food selection is viewed as a tool or intentional approach in the literature on health psychology to alter temperament and mood. Some students make fast food to induce

stress. Students who are more competent at managing their stress in their studies have better lifestyle habits by not being provided with fast food every day. As a result, students who are stressed are less likely to be physically active which can be a positive health outcome in the future.

Fast food eating frequently has negative health impacts on those who consume it frequently, which can result in issues like obesity and being overweight, among other things. The different aspects affecting the health of the person ingesting it, particularly those observed in children, have been the subject of numerous research. A common person's average fast-food consumption reveals the negative effects of fast food on health. Even though most people are aware of the negative consequences of eating fast food, we continue to observe a never-ending line of people entering restaurants to place orders.There is a clear link between eating more fast food calories and developing obesity, according to numerous academic studies. Students who consume fast food in excess are more likely to have diets rich in fat, sugar, and sodium. According to studies, college students spend more money on fast food, which leads to obesity, than those who have a meal plan P. A. Makhija (2019).

According to research released by Rafael et al, (2009)Food consumption patterns, depressive symptoms, and perceived stress all varied by gender and country. None of the food intake groups were connected to felt stress or depressed symptoms in male students. Females who reported feeling stressed out consumed fast food more frequently and fruits and vegetables less frequently. Additionally, less frequent eating of meat and fruits/vegetables was linked to depressive symptoms. Although it has been

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suggested that eating can help people cope with stressful situations, less is known regarding the relationship between stress or depression and how frequently college students consume certain food categories. In comparison to control students, students who were studying for examinations had higher levels of stress and a greater propensity to use food as a stress reliever.

2.2 LITERATURE REVIEW

2.2.1 SOCIAL

The following is a summary of the study's key results about the factors that encourage teen fast-food intake. Because they are tasty, quick to prepare, convenient to access, and simple to digest, several participants who supported the consumption of fast food claimed that eating it makes them feel good. One participant, a male 20-year-old, claimed that "fast foods are convenient foods that quickly eliminate hunger" (male, 20 years old). Fast foods are created quickly and are less expensive than other forms of food, according to the participants, who also found them to be generally accessible (male, 21 years old). One participant stated, "I prefer fast foods merely because of their appearance, colour, and form," and another stated, "their fragrance and flavor win me over." In addition, the variety of tastes, aromas, and color of fast foods was highlighted as factors driving the consumption of fast foods (female, 19 years old).

Some participants claimed that they ate fast food despite not wanting to because they felt that they had to keep up with their friends. They said things like, "When I am with my friends, if they invite me to go out to eat fast food, I won't deny the offer" (male, 21 years old). How can we suggest that fast food is bad when we see that McDonald's has locations all over the world? Most participants argued when asked why

they eat it (male, 21 years old). One participant, a male participant who is 22 years old, stated that "traditional foods which we eat at home are too routine and we need a variety," and another participant added that "sometimes fast-food restaurants choose unique and attractive names for the dishes on their menu, which we simply love to try out." The participants thought that eating out at fast-food restaurants was a good way to socialize and spend time with friends and family (female, 21 years old). According to a few participants, eating fast food makes teenagers feel modern and like they belong to a higher social class. (Bauer KW, Larson NI, Nelson MC, Story M, Neumark-Sztainer D. Socio-environmental, personal, and behavioral predictors of fast-food intake among adolescents. *PublicHealthNutr.* 2009;12(10).

2.2.2 ENVIRONMENT

According to research, college is a crucial time for students to change their eating habits. University students are also more likely to have a bad diet intake. Students who first enroll in college frequently experience the strains of shifting academic burdens, attempting to adapt to their new environment, building networks, and taking on unexpected obligations. University students today have more flexibility and control over their lives than ever before, which can lead to poor nutritional decisions like a regular fast-food diet. It is possible that fast food culture among students will cause a demographic shift away from traditional foods and home-cooked meals. Low dietary quality, the absence of family traditions, and a loss of culture are all factors in the population's nutritional shift.

The reasons college students eat at fast food outlets have not been the subject of much research. Different sociodemographic characteristics, including age, sex,

education, employment position, and household size, appear to have an impact on people's reasons for eating fast food. Food preferences can be influenced by a variety of factors, including advertising and media, a lack of parental supervision, taste preferences, self-control, time restraints, and the physical surroundings (such as availability and accessibility, pricing, and decent menu alternatives). Given that some fast food menu options include fruits and vegetables, adding options to fast food orders may help people eat healthier.

2.2.3 STUDENT LIFESTYLE

Student life frequently has a lot going on and is full of novel and fascinating experiences. Taking care of yourself will help you adjust to a changing lifestyle. Goals, finances, personality, and field of study are the main factors that influence your lifestyle decisions as a student.

College students in South Asia are increasingly engaging in unhealthy eating habits. Younger age, higher socioeconomic class, higher BMI (being overweight or obese), study groupings including Humanities students, lack of nutrition understanding, and internet addiction all played a part as favorable predictors of frequent fast food consumption. Additionally, due to the flavor, brand reputation, accessibility, location, affordability, atmosphere, sanitation standards, variety, promotional offers, and quick service, college students consumed significantly more fast food (Md Abdullah et al, ,2021).

In addition, some of the people who are knowledgeable about nutrition, and who are skilled in food preparation also consume fast food in their diet due to lack of time and energy, academic stress, eating cravings, and more lax social norms, among other factors. (Malane et al,2014).

2.3 RESEARCH HYPOTHESIS

The researchers state the relationship between factors of fast-food consumption among university students. The relationship is divided into three components, which are social, the environment, and student lifestyle.

H1: there is a significant relationship between social factors and fast-food consumption among university students.

H2: there is a significant relationship between environmental factors and fast-food consumption among university students.

H3: There is a significant relationship between student lifestyle and fast - food consumption among university students.

2.4 THEORETICAL FRAMEWORK
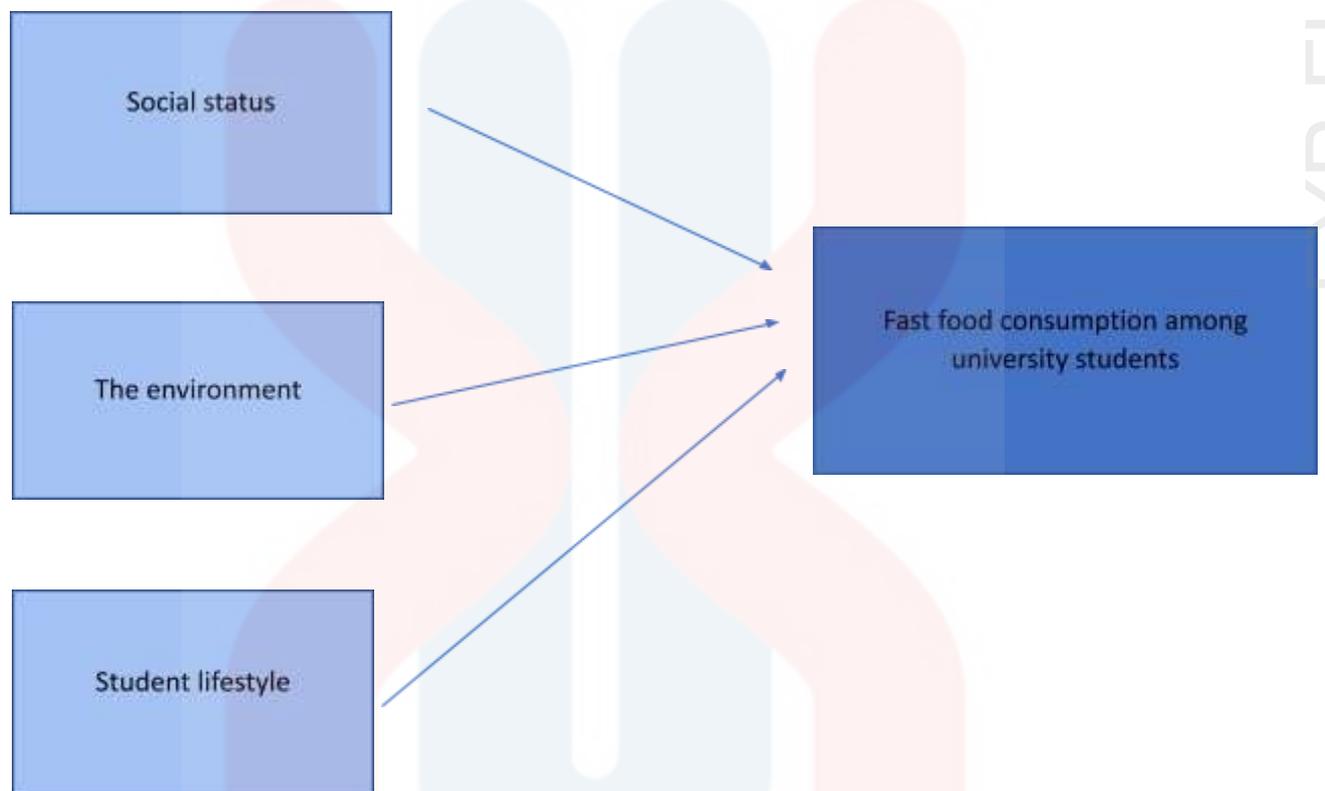
2.5 SUMMARY

As a summary in chapter 2 of this study, it can be concluded that the literature review regarding social conditions, environmental conditions, and student lifestyle plays a very important role in the issue of snack intake. In addition, in this chapter, it is explained the independent variable and the dependent variable to show that there is a relationship between the two. Next, in this chapter, a framework is included to coordinate between dependent variables and independent variables according to the research issue. From the research conducted, many side factors encourage the consumption of snacks among university students. This will affect the health of the body if consumption is not curbed and proactive measures must be taken by all parties to deal with this problem so that it does not continue.

3.1 INTRODUCTION

The instrumentation, method, and procedures that will be utilized in this research are explained in more detail in this research report. This research aims at such a purpose as the factor of fast-food consumption among students. The content of this chapter is presented below the following heading population, sample size, sampling technique, data gathering process, research tool, data analysis, pilot project, and summary

3.2 RESEARCH DESIGN

This component of the study served as a plan for more detailed procedures and techniques for collecting and analysing the required data.

This research will be conducted using the descriptive research method to provide all the good information needed in this research. To purchase the relevant data, this study will have a survey in this research. The questionnaires will be the primary tool used to gather information about the variables from the respondent collected. Furthermore, all the information gathered from all the respondents will be used as primary information. The number of respondents to be chosen for this study from students is about 100 respondents.

3.3 POPULATION

When compared to older consumers, Millennials (those between the ages of 18 and 24) are much more likely to snack, with 23 percent of Millennials snacking more this year than they did last year and 24 percent of Millennials most likely to do so frequently (four or more times per day) age group ordering the most snacks At universities, 16 to 24 year olds spend the most money on food.

3.4 SAMPLE SIZE

Sample size refers to Krejcie Morgan. The term that is always will be using for sample sizes is statistical studies and research of a market and it will be perfect when a group of researchers make surveys for large respondents. This sample size is one of the ways of research made for a large population. There are several things that can affect the quality of the sample data and the resolution of a research is the sample's incompetence, and excessive size or do not reach the target.

We got the number of participants 1500 students in the study. The purpose of the sample size is to know the sampling method that will be used in the research. Several respondents are set to answer questionnaires that are made. An online questionnaire was used to obtain information from the respondent. The WhatsApp platform becomes an option for distributing survey questions in the form of google form. This is because, in today's era of digitization, the use of technology simplification needs to be applied in live matters including in the production of this study as it can provide many benefits in saving time and energy.

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

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

Source: Krejcie & Morgan, 1970

3.5 SAMPLING METHOD

Because sample selection in this study was based on the researcher's subjective assessment rather than a selection from a random sample, he or she chose a non-probability sampling approach. In this study, judgmental sampling will be used since respondents are uniquely suited to it by the researcher's expertise and reputation. Third-year undergraduate students in the Entrepreneurial in Wellness program at the University Malaysia Kelantan, or Campus Kota, make up the respondents. 110 students will be chosen from the Faculty of Hospitality, Tourism, and Wellness to participate in the survey (FHPK). Since it will not interfere with responder learning during class, the researcher will head to Universiti Malaysia Kelantan Kampus Kota once Wellness year 3 students finish their class. Due to their extensive

understanding of topics connected to wellness, the third-year students were chosen for the study.

3.6 DATA COLLECTION PROCEDURE

Which only factors fast food consumption among students at university. The comparative research between UMK Pengkalan Chepa and IPG Kota Bharu questionnaires will be sent out to responders. To protect the respondent's honesty and the secrecy of this questionnaire, the instruction intended to avoid social desirability bias, which is the tendency for participants to reply in a way they believe will be well-viewed by others, will be read to the respondent. There will be no faculty, staff, or other students present in the class when gathering data. As previously agreed with the lecturer, data collection will be finished in less than twenty minutes to avoid interfering with the upcoming teaching and learning activities. It is acknowledged that further assessment of the effect of fast-food consumption among university students on social status factors, environmental and student's lifestyle. Factors may completely close the purpose of this study.

3.7 RESEARCH INSTRUMENT

The questionnaire consists of three sections, which are section A, B, and C. For this study, a complete questionnaire will be designed to collect data. The questionnaire is adapted and evolved to consider the differences in the background of the respondents. This questionnaire is applying dual languages which are English and Malay to avoid any difficulties.

The advantage of using the questionnaire method is that it covers a large area. When the sample population is spread across a vast territory, it is arguably the largest approach to gathering information when compared to other methods such as surveys and observations. Secondly, there is a speed issue. The answer to the questionnaire method will come quickly. The study can be completed without having to personally contact the respondent or keep going for a long time. The third method is the simplest. Compared to surveys, questionnaires are easier to organize, create, and administer. It does not require a lot of technical knowledge or skills.

In this instrument it has three sections including parts of analysis A, B, and C. Researchers make this based on research objectives. Section A, the researchers will place the demographic profile of the respondents and several functions as well as the institution of the respondents whether students from Universiti Malaysia Kelantan (UMK) Kampus Kota or Institut Pendidikan Guru (IPG) Kota Bharu. For sections B and C, researchers will investigate based on studies namely social status, environmental factors and student lifestyle that can influence fast food intake among students of Universiti Malaysia Kelantan (UMK) Kampus Kota with students from the Institut Pendidikan Guru (IPG) Kota Bharu.

In section A, researchers will focus on the demographic details of respondents including gender, race, marital status, age, and education level. Next, in part B, there are alternative questions that allow respondents to choose one of the answer options closest to their own. Finally for part C, the determining option question is also used which is a fixed alternative question that requires the respondent to choose from several alternatives.

Table 3.2: Alternative question that requires the respondent to choose

SECTION	INFORMATION
A	Respondents Demographic Information and some information on the respondent's academic as well as the type of respondent institution either among the students of Universiti Malaysia Kelantan UMK Kampus Kota or Institut Pendidikan Guru IPG Kota Bharu.
B	Independent variables: social status, environmental factors and student lifestyle.
C	Defendant Variables: Fast Food Consumption
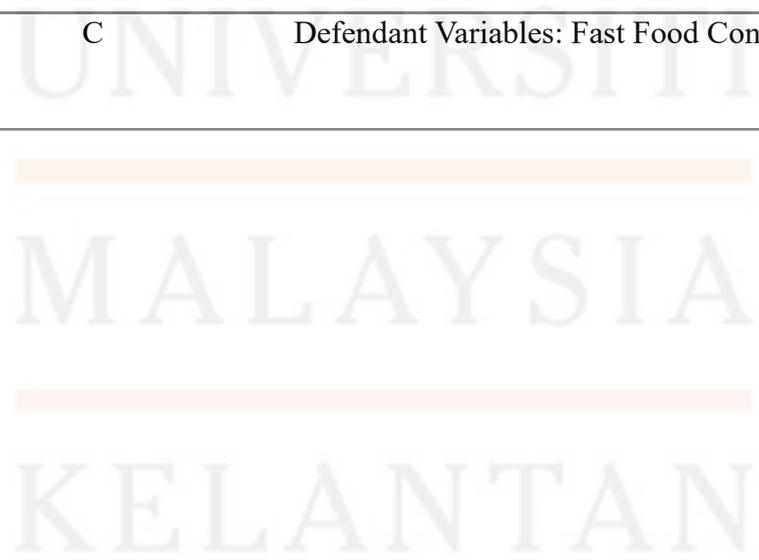
3.8 DATA ANALYSIS

Data analysis is a technique used to examine records using logic, reasoning and statistics. The Statistical Package for the Social Sciences is a tool for data analysis (SPSS). Using SPSS software, researchers can select the most effective statistical techniques to use. Statistics like the cumulative percentage and valid percentage will be explained using SPSS data. The researcher will use SPSS-created tables for data entry and analysis. Researchers can collect data for industrial research in addition to doing descriptive, reliability, and correlation studies.

3.8.1 DESCRIPTIVE ANALYSIS

A simple descriptive coefficient is used in a descriptive analysis to summarize a particular set of data, which could be a sample of the complete population or a representative of that group. Just take a look at a student's grade point average to see an example of descriptive statistics in action (GPA).

Measures of variability include a standard deviation, variance, minimum and maximum variability, and skewness, whereas measures of central tendency include mean, median, and mode. Through the application of descriptive statistics, large amounts of data can be made simpler. Each descriptive statistic condenses a lot of data into a condensed space.

Mean level	Level of agreement
4.50 – 5.00	Strongly agree
3.50 – 4.50	Agree
2.50 – 3.50	Neutral
1.50 – 2.50	Disagree
1.00 – 1.50	Strongly disagree

3.8.2 RELIABILITY TEST

Reliability assesses the consistency or stability of test results. Think of it as the ability to confirm a test result or research outcome. The frequency of the same reaction can also be referred to. The researcher used numerous prior surveys to conduct the study after learning that a portion of the questionnaire may be used for research on the variables impacting students at UMK Kampus Kota and IPG Kota Bharu's participation in physical activity.

The outcomes of reliability analysis procedures will be applied to compute numbers typically used to assess a scale's dependability and to offer information on certain scale components. The importance of reliability testing will be used to guide decisions about how to teach and assess the variables impacting students at UMK Kampus Kota and IPG Kota Bharu's participation in physical activity.

3.8.3 CORRELATION TEST

The researcher studies the statistical link (correlation) between two variables in correlation analysis, a non-experimental research method, without making much of an effort to control unrelated elements. For two reasons, researchers interested in statistical correlations between variables prefer correlational studies to experiments. Furthermore, they reject statistical correlation as proof of causality. Because the statistical link of significance is assumed to be causative, the researcher cannot change the independent variable because it is impractical, impossible, or immoral. Another reason why researchers prefer regression testing over trials is this.

The Pearson Correlation Analysis is one of the most crucial methods for evaluating the strength of the linear relationship between the independent variable (IV) and the dependent variable (DV). The dependent variable (DV), which evaluates the influence on UMK students or IPG, and the independent variable (IV), which determines if social status issues exist among UMK students or IPG, are correlated. The researcher must comprehend the degree of any link between the independent variable (IV) and the dependent variable (DV).

3.9 SUMMARY

The transcriptions summary of the focus group talks and interviews were used to create the first codes. These codes were divided into five categories, each of which was divided into two major groupings, and fifteen subcategories. The starting codes are not shown in a table since doing so would lengthen the article.As an illustration, the initial code for "The collective consumption of healthy bites during the breakfast break" was classified under "college

administrators' behaviors," which was then placed under the category of "Others' behaviors affecting snack consumption," which was then incorporated under the main group of "Influential behaviors behind snack consumption." Influential acts, which included two main categories, and influence emotions and perceptions, which included two key categories, were used to categorize the reasons why people eat snacks at school.

4.1 INTRODUCTION

Reliability analysis, demographic profile descriptive analysis, IV and DV, person correlation analysis, hypothesis testing, and a summary are all included in this chapter. This chapter also covers the outcomes and conclusions of the analysis that was carried out using the information gathered from the survey. At the UMK and IPG in Kelantan, 223 respondents received a total of 223 questionnaires. A software program using the Statistical Package for Social Science (SPSS) has examined the survey data. Prior to administering the official questionnaire, a pilot test was completed. To determine the validity of the variables, a total number of pilot test participants and reliability tests were used.

4.2 DESCRIPTIVE ANALYSIS

A descriptive analysis was conducted using the data gathered from the 223 respondents in section A for background information summaries in respondents' demographic profiles.

4.2.1 Gender

The gender distribution of a total of 223 respondents is shown in Table 4.1 below. This information was gathered through the questionnaire.

Gender	Frequency (n)	Percentage (%)
Male	96	43
Female	127	57
Total	223	100

The table displays the gender distribution of all 223 respondents based on Figure 4.1 above. The tablet indicates that 57 percent of respondents were female (n=127), as opposed to 43 percent (n=96) of respondents who were male. Due to her friendliness, the female respondent is more valuable than the male respondent. and they are prepared to put in the time to complete the questionnaire.

4.2.2 Age

The age distribution of the 223 respondents overall who filled out the questionnaire is shown in Table 4.2 below.

Age	Frequency (n)	Percentage
19 to 21 years old	30	26.3
22 to 25 years old	123	54.9
26 and above	12	5.4
Total	223	100

19 to 21-year-old university students in the umk and ipg consume fast food 26.3 percent more than the other two age groups combined (n=30). The second-highest percentage (54.9%) is seen in the 22–25 age group (n=123). The lowest percentage (n=12), 5.4%, is represented by people aged 26 and over.Because they are still in their teenage years, people aged 22 to 25 had

the largest percentage. They typically prefer consuming fast food at this point to support their existence and reduce the cost of living in IPTA. Ages 26 and over, however, are the lowest since people at these ages typically loathe fast food because the majority of them are married.

4.2.3 Marital Status

Table 4.3 shows the marital status distribution of a total of 223 respondents collected from data collection through the questionnaire.

Table 4.3 Marital Status of Respondent

Marital status	Frequency (n)	Percentage
Married	16	7.6
Single	207	92.4
Total	**223**	**100**

The percentage of respondents who were married is shown in the table. There are significant discrepancies between single respondents and married respondents, with single respondents scoring the highest percent (92.4%) (n=207) and married respondents scoring 7.6% (n=16). Because they have more time to answer the questionnaire than people who are married because they are too busy with their family and other responsibilities, single respondents received the greatest response rate and quantity of respondents.

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4.2.4 Races

Table 4.4 shows the races distribution of total of 223 respondents collected from data collection through the questionnaire.

Table 4.4 Races of respondent

Races	Frequency (n)	Percentage
Malay	105	47.3
Chinese	27	12.1
Indian	29	12.9
Iban	3	1.3
Total	**223**	**100**

Malay university students in the Umk and Ipg consume the most fast food among these 4 racial groupings, at a rate of 47.3 percent (n=105). Indians have the second-highest percentage (12.9 percent; n=29). Chinese are third highest with 12.1% (n=27). The lowest percentage (n=3) comes from Iban and is 1.3%.

4.2.5 Education Level

Table 4.5 shows the education level distribution of a total of 223 respondents collected from data collection through the questionnaire.

Table 4.5 Education Level of Respondent

Education Level	Frequency (n)	Percentage
Stpm/Stam	123	57.9
Diploma	45	20.1
Foundation	13	5.8
Matriculation	42	18.7
Total	**223**	**100**

The STPM/STAM group, which represents the four educational levels, consumes the highest amount of fast food among university students in the Umk and Ipg, at 57.9% (n=123). Diploma comes in second with 20.1 percent (n=45). Matriculation comes in third with 18.7 percent (n=42). 5.8% (n=13) is the lowest percentage and it comes from the Foundation.

4.2.6 Institution

Table 4.6 shows the Institution distribution of a total of 223 respondents collected from data collection through the questionnaire.

Table 4.6 Institution of Respondent

Institution	Frequency (n)	Percentage
UNIVERSITY MALAYSIA KELANTAN (UMK)	165	73.7
INSTITUT PENDIDIKAN GURU (IPG) KOTA BHARU	58	25.9
Total	**223**	**100**

Among these 4 groups of races, the highest percentage of fast food consumption among university students is UMK with 73.7 percent (n=165). The lowest percentage is 25.9 percent (n=58) from IPG.

4.2.7 Years Of Study

Table 4.7 shows the Years Of Study distribution of a total of 223 respondents collected from data collection through the questionnaire.

Table 4.7 Years Of Study of Respondent

Years Of Study	Frequency (n)	Percentage
1st Year	42	18.8
2nd Year	30	13.4
3rd Year	117	52.3
4th Year	34	15.2
Total	223	100

Among these 4 groups of Years Of Study, the highest percentage of fast food consumption among university students in the Umk and Ipg is 3rd Year with 52.3 percent (n=117). The second highest is 1st Year with 18.8 percent (n=42). The third highest is 4th Year with 15.2 percent (n=34). The lowest percentage is 13.4 percent (n=30) from 2nd Year.

4.2.8 Household/ Family Income Classification

Table 4.8 shows the Household/ Family Income Classification distribution of a total of 223 respondents collected from data collection through the questionnaire.

Table 4.8 Household/ Family Income Classification of Respondent

Household/ Family Income Classification	Frequency (n)	Percentage
B40	143	63.9
M40	61	27.3
T20	19	8.5
Total	223	100

Among these 4 groups of Years Of Study, the highest percentage of fast food consumption among university students in the Umk and Ipg is B40 with 63.9 percent (n=143). The second highest is M40 with 27.3 percent (n=61). The lowest percentage is 8.5 percent (n=19) from T20.

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4.3 RELIABILITY ANALYSIS

Testing's level of consistency and stability in assessing the target outcome is referred to as its reliability. The simplest definition of a trustworthy test is one that is consistent both within and over time. The "goodness" of the measure can be evaluated using reliability analysis, which provides a sign of the stability and consistency without bias (Sckaran, 2003). Using the value of the Cronbach's alpha coefficient, the reliability analysis was evaluated. is a metric for determining a study's internal consistency that expresses itself as a number between 0 and 1. The terms in a survey are more accurate at detecting one another when the value of alpha is raised (Tavakol & Dennick, 2011). Researchers can define and decide whether the questionnaire was valid based on the value obtained. reliable, and understood by the respondents.

Table 4.3: Cronbach Alpha Coefficient Values (Rule of Thumb for Result)

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 4.3 shows that the greater and closer the Cronbach's alpha value is, the larger and more dependable the item's internal consistency is for survey purposes. For internal consistency

to be considered adequate, Cronbach's alpha must be higher than 0.5. A cronbach's alpha coefficient is regarded as dependable when it exceeds 0.7.

4.3.1 Reliability Analysis Test

Table 4.3.1 Overall Result for Reliability Analysis

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
0.975	0.98	15

The overall result of the reliability analysis of variables, which takes into account both independent and dependent factors, is shown in the table below. The Cronbach's alpha coefficient for the variables is 0.975, which is regarded as being satisfactory in terms of internal consistency. As a result, the questionnaire used in this study is reliable, and the information obtained may be used.

Table: 4.3.2 Results for Reliability Analysis For UMK

Construct	Cronbach's Alpha	No. Of Item	N
Social Status	0.975	5	223
The Environment	0.977	5	223
Student Lifestyle	0.977	5	223

The accuracy and repeatability test for reliability has been completed. The survey was finished by 223 randomly selected respondents, who then submitted their answers. The reliability analysis for the survey is displayed in Table 4.3 and ranges from 0.975 to 0.977 for each construct. Based on the outcomes of all the constructs, the coefficient is great and good. The survey can be conducted using the rule of thumb when the score is greater than or equal to 0.6 (Kline, 1999).

Table: 4.3.3 Results for Reliability Analysis For IPG

Construct	Cronbach's Alpha	No. Of Item	N
Social Status	0.976	5	223
The Environment	0.980	5	223
Student Lifestyle	0.974	5	223

The reliability test for accuracy and repeatability is finished. 223 randomly chosen participants completed the survey and provided their responses. The survey's reliability analysis, which ranges from 0.974 to 0.980 for each construct, is shown in Table 4.3. The coefficient is excellent based on the results of every construct. When the score is greater than or equal to 0.6, the survey can be done using the rule of thumb (Kline, 1999).Table 4.3.2 presents the results of the Cronbach's Alpha reliability study for each independent and dependent variable. The first of a total of three independent variables is social status. With a total of 5 entries and a Cronbach's Alpha of 0.975 for UMK and 0.976 for IPG, this variable's internal consistency is questionable (0.9 > 0.8). It's possible that this results from the

respondents' concentrated ethnicity or the fact that the bulk of them come from diverse origins, which gives rise to different points of view. Furthermore, there may be mistakes as a result of the respondents' varied viewpoints on the subject.

Five queries are used to evaluate the validity and dependability of the Environment, the next independent variable. This variable's Cronbach's Alpha values for UMK and IPG are 0.977 and 0.980, respectively. It rates as having good internal consistency $(0.9 > 0.8)$. This means that it is more stable than the other two independent variables.

The student lifestyle is the third and final independent variable in the study. This variable has 5 components with 0.977 UMK and 0.974 IPG Cronbach's Alpha values. This number's internal consistency is also questionable $(0.9 > 0.8)$. This shows that the opinions of the respondents about social standing and the environment were consistent.

Even though it is stated that all of the studies in this analysis are reliable, their differences from good $(0.9 > 0.8)$ make them less stable. The total reliability test result is 0.975, which is regarded as being high. This might be the case as a result of the questions' unclear wording or the fact that they were more radical and the respondents' responses weren't as coherent. Additionally, some aspects of the respondents' responses can be unclear as a result of their perspectives and how well they understood the questions.

4.4 INFERENTIAL ANALYSIS

The T-test is the final statistical analysis used to compare two means that may or may not be related. The samples utilized in the testing are randomly selected samples from each of the two categories or groups. It is a method of statistical analysis when samples are chosen at random and the normal distribution is not quite normal.The type of (T-test) that should be performed depends on whether the samples to be analyzed are from the same category or other categories. The method's conclusion takes into account how likely it is that the mean differences were the result of chance. The test is helpful for comparing things like student grades, population ages, the length of two species' crops, etc.

5.1 INTRODUCTION

This section elaborates on the results portrayed in chapter 4, aside from that, this chapter also reviews the recapitulation, of the study results, limitations, and recommendations, afterward the ramifications of this report, and concluded with a conclusion for the entire study.

5.2 RECAPUTILATION OF THE FINDING

This part will recap the finding made by the researchers throughout the research. The major aim this research would be to be investigate the social, the environment and student lifestyle about fast-food consumption between university Malaysia Kelantan Pengkalan Chepa (UMK) and institute Pendidikan guru (IPG).

Questionnaires that used in this study are highly consistency. Target respondent's demographic details were classified as gender, race, marital status, age, education level, institution, years of study and family income classification. The total number of respondents who had answered the questionnaire through Google form was 223 respondents. Most of the respondents are female, Malay, age group range 22 to 25 years old. Data from the respondents analyse using SPSS version 25. This analysis of data consists of the reliability analysis, descriptive analysis, and Pearson Correlation Coefficient analysts.

Based on the finding in the chapter 4, value in Cronbach alpha for social status student at UMK is 0.975 meanwhile for IPG is 0.976. Value from Cronbach alpha for the environment for student UMK is 0.977 meanwhile in IPG is 0.980. next the Cronbach alpha for student lifestyle in UMK is 0.977 and for IPG student the Cronbach value is total 0.974.

5.1.1 The relationship between social status and fast-food consumption among university student.

The relationship between social status and fast-food consumption among university student shows that there is a significant and high positive level of the correlation coefficient. It indicates that the most of respondents have a good choice intake of food daily of their life. This finding was compatible with previous studies Some participants claimed that they ate fast food despite not wanting to because they felt that they had to keep up with their friends. They said things like, "When I am with my friends, if they invite me to go out to eat fast food, I won't deny the offer" (male, 21 years old). How can we suggest that fast food is bad when we see that McDonald's has locations all over the world? Most participants argued when asked why they eat it (male, 21 years old).

5.1.2 The relationship between the environment and fast-food consumption among university student.

The relationship between the environment and fast-food consumption among university student shows that fairly has a significant and a high positive relationship. The result stipulates that most of the respondents often balanced them According to research, college is a crucial time for students to change their eating habits. University students are also more likely to have a bad diet intake. Students who first enrol in college frequently experience the strains of shifting academic burdens, attempting to adapt to their new environment, building networks, and taking on unexpected obligations. University students today have more flexibility and control over their lives than ever before, which can lead to poor nutritional decisions like a regular fast-food diet. Fast food culture among students may cause a demographic shift away from traditional

foods and home-cooked meals. Low dietary quality, the absence of family traditions, and a loss of culture are all factors in the population's nutritional shift.

5.1.3 The relationship between student lifestyle and fast-food consumption among university student.

The relationship between student lifestyle and fast-food consumption among university students has proven that has significant and indicates a high positive relationship with the correlation coefficient. The result of the finding is respondent has a lot going fascinating experiences. the previous studies said that younger age, higher socioeconomic class, higher BMI (being overweight or obese), study groupings including Humanities students, lack of nutrition understanding, and internet addiction all played a part as favourable predictors of frequent fast-food consumption. Additionally, due to the flavour, brand reputation, accessibility, location, affordability, atmosphere, sanitation standards, variety, promotional offers, and quick service, college students consumed significantly more fast food (Md Abdullah et al,2021).

In addition, some of the people who are knowledgeable about nutrition, and who are skilled in food preparation also consume fast food in their diet due to lack of time and energy, academic stress, eating cravings, and more lax social norms, among other factors. (Malane et al,2014).

5.3 LIMITATION OF STUDY

Throughout the whole research, there are a few attentions and discussions about the limitations that should be emphasized in this study. The first limitation of this study was lacking current studies on the related subject. There are only a few researches that conduct related to knowledge financial which causes limited citations and difficulties to get a journal, especially in the specific range of the year given. This is the most research done long ago.

Besides that, the limitation of the study was lacking accessibility to reach out to respondents. The fact that now are affected by offer and promotion which able to carry out in this research because for this studies respondent from UMK and IPG students. In this way, researchers had to focus groups from years 1 until years 4 just to be able to bias the questionnaire in the groups because of the current situation of social circles.

Lastly. the third limitation is some respondents did not give full cooperation in the data collection process which made it difficult for the researcher to continue the study in a short period. Some of the respondents did not take seriously with the research conduct and just randomly answer without fully reading the whole question during answering the customaries.

5.4 RECOMMENDATIONS

There are several suggestions to make improvements toward our research for further studies. It would benefit other researchers to undergo their research about fast-food consumption to their respondents in the future.

1. First, as researchers to present an exceptional finding at the end of their studies, we ought to have a target for a longer time system in arrange to capture interest within the whole study process, from conception to dispersal.

2. Second, regarding the researchers having constrained time to save it, it is suggested that for future researchers to produce their studies with a larger target group. From under two different students which are UMK AND IPG students, the future researchers might be able to enlarge to another student in a different place. This way, the data gathered would be reliable.

3. Third, future researchers will propose using other independent variables to influence how important not taking fast food in society. Environment factors play a significant role in daily arrangements easier and it would be a better suggestion for future researchers to consider these independent variables.

4. Fourth, future researchers should not depend entirely on questionnaires to collect data, as a result, it was possible to provide more accurate, consistent, and effective data for the study.

Lastly, the end of the research is proposed to utilize a longitudinal study. This consideration can offer the longer-term analysts to accumulate more exact and in-depth answers from the respondents focused on.

5.5 SUMMARY

This study aims mainly at examining the relationship between health management in fast food consumption. The factors outcome (independent variables) is social, environment, and student lifestyle are given the impact to fast food consumption among university student: a comparative study between university Malaysia Kelantan (UMK) and institute Pendidikan guru (IPG). as mentioned in chapter 3, the total number of 223 questionnaires were distributed to 223 respondents among university Malaysia Kelantan and institute Pendidikan guru and all of them were valid.

Besides that, in Chapter 4 finding results from the questionnaire survey that analysed using descriptive and Pearson's correlation analysis. This questionnaire data was analysed using a software program called statistical package for social science (SPSS). The final study indicated a significant relationship between social, environment, and student lifestyle given the impact on fast food consumption at the university of Malaysia Kelantan (UMK) and Institute Pendidikan guru (IPG). the result shows there is a significant relationship between social, environment, and student lifestyle of fast-food consumption among students: a comparative study between the university Malaysia Kelantan (UMK) and institute Pendidikan Guru (IPG).

Finally, in chapter 5, there is in the section on summarizing final findings based on data interpretation. As a result, the three hypotheses (H1, H2, H3) are accepted in relationship with fast food. Furthermore, by doing this study, limitations and recommendations are used that can be used in future studies.

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