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FACTORS INFLUENCING FAST FOOD CONSUMPTION AMONG STUDENTS AT UNIVERSITI MALAYSIA KELANTAN, CITY CAMPUS

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Bachelor of Entrepreneurship (Wellness Entrepreneurship)

A report submitted in partial fulfilment of the requirements for degree of
Bachelor of Entrepreneurship (Wellness Entrepreneurship)

Faculty of Hospitality, Tourism and Wellness
UNIVERSITI MALAYSIA KELANTAN

2022

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Symbols

Mm/Hg	Millimetre(s) of Mercury
%	Percent
>	More than
<	Less than
n	Frequency
N	Population
S	Sample size
r	Correlation Range
+	Positive
-	Negative
**	Correlation is Significant at the 0.01 level
M	Mean
SD	Standard Deviation

Abbreviations

UMK	Universiti Malaysia Kelantan
BMI	Body Mass Index
WHO	World Health Organization
MSG	Monosodium Glutamate
AHA	American Hospital Association
CDC	Centers for Disease Control and Prevention
IBM	International Business Machines Corporation

SPSS	Statistical Package for the Social Sciences
MLR	Multiple Linear Regression
OLS	Ordinary Least-Squares
FHPK	Fakulti Hospitaliti Pelancongan dan Kesejahteraan
FKP	Fakulti Keusahawanan dan Perniagaan
FPV	Fakulti Perubatan Veterinar
COVID-19	Coronavirus Disease 2019

ABSTRACT

Fast-food establishment and vendors have expanded in industrialized and developing countries despite rising awareness of the negative health impacts of a diet rich in fat, salt and sugar. Teenagers who consume unhealthy diets, such as those high in energy-dense foods and low in fruits and milk, are more likely to frequently eat fast-food. Therefore, the study aims to determine the factors that influence fast-food consumption among students in Universiti Malaysia Kelantan (UMK), City Campus. A total of 364 respondents participated and the data was collected through online questionnaires survey. The study conducts the Pearson correlation analysis to see the relationship among variables and modelled the Multiple Linear Regression (MLR) to test the hypothesis testing to determine the influencing factors on fast-food consumption. The study found that time management ($r = 0.662$) and financial factor ($r = 0.694$) have moderate positive significant relationship with fast-food consumption. While, knowledge about fast-food impacts ($r = 0.151$) has low positive significant relationship with fast-food consumption. Then, there is no significant relationship between physical activities and fast-food consumption. Moreover, the results of MLR obtain that only two variables were significant influences on fast-food consumption which are time management ($p\text{-value} < 0.05$) and financial factors ($p\text{-value} < 0.05$). while there are no significant influences of knowledge about fast food impacts and physical activities ($p\text{-value} > 0.05$). Therefore, the fast-food consumption solution would benefit many people, including future researchers.

ABSTRAK

Penubuhan dan vendor makanan segera telah berkembang di negara perindustrian dan membangun walaupun kesedaran yang semakin meningkat tentang kesan negatif kesihatan diet yang kaya dengan lemak, garam dan gula. Remaja yang mengambil diet yang tidak sihat, seperti yang tinggi dalam makanan padat tenaga dan kurang buah-buahan dan susu, lebih cenderung untuk makan makanan segera. Oleh itu, kajian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi pengambilan makanan segera dalam kalangan pelajar Universiti Malaysia Kelantan (UMK), Kampus Kota. Seramai 364 responden mengambil bahagian dan data dikumpul melalui tinjauan soal selidik dalam talian. Kajian menjalankan analisis korelasi Pearson untuk melihat hubungan antara pembolehubah dan memodelkan Regresi Linear Berganda (MLR) untuk menguji ujian hipotesis untuk menentukan faktor yang mempengaruhi pengambilan makanan segera. Kajian mendapati pengurusan masa ($r = 0.662$) dan faktor kewangan ($r = 0.694$) mempunyai hubungan signifikan positif yang sederhana dengan pengambilan makanan segera. Manakala, pengetahuan tentang kesan makanan segera ($r = 0.151$) mempunyai hubungan signifikan positif yang rendah dengan pengambilan makanan segera. Kemudian, tidak terdapat hubungan yang signifikan antara aktiviti fizikal dan pengambilan makanan segera. Selain itu, keputusan MLR mendapati hanya dua pembolehubah sahaja yang mempengaruhi pengambilan makanan segera iaitu pengurusan masa (nilai $p < 0.05$) dan faktor kewangan (nilai $p < 0.05$), manakala tidak terdapat pengaruh pengetahuan yang signifikan tentang kesan makanan segera dan aktiviti fizikal (nilai $p > 0.05$). Oleh itu, penyelesaian pengambilan makanan segera akan memberi manfaat kepada orang ramai, termasuk penyelidik masa depan.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The study aims to identify the factors influencing fast-food consumption among students in the Universiti Malaysia Kelantan, City Campus. This chapter consists of introduction of the study and explains the background of the study, problem statement, research objectives, research questions, and significance of the study. Researchers should define meaning and definition of the term in the chapter which will help researchers summarize the overall context in the chapter.

1.2 BACKGROUND OF THE STUDY

Fast-food is characterized as hot, easily prepared, or already cooked food, such as hamburgers, served in restaurants within a short time (Dictionary C. Fast Food, 2020). The world has adopted the fast-food culture thanks in part to the fast-food sector. Fast-food establishments and shops have increased in industrialized and developing countries despite rising awareness of the negative health impacts of a high-fat, high-salt, and high-sugar diet. Even though the adverse health effects of a diet high in fat, salt, and sugar are becoming more widely known, the number of fast-food restaurants and dealers has increased in both developed and developing countries. Due to rapid economic

development, urbanization, and the influence of Western cultures, Malaysians' lifestyles have undergone tremendous change during the past three decades. The 1980s witnessed the first observable shifts in food patterns as a result of Malaysia's rapid economic expansion and changes in employment tendencies (Noor MI, 2002). As a result, the fast-food business saw significant expansion in the 1990s (Soon JM and Tee ES, 2014). According to the Department of Statistics Malaysia, there were 1621 fast-food restaurants in Malaysia in 2010 and 2597 in 2015 (Department of Statistics Malaysia, 2017).

Teenagers who consume unhealthy diets, such as those high in energy-dense foods and low in fruits and milk, are more likely to frequently eat fast food (Sebastian RS and Enns CW, 2009). Since dietary habits formed during adolescence may last throughout adulthood, poor eating habits in adolescents can result in excessive weight gain and raise the risk of obesity. According to previous research from other nations, fast-food consumption is more common among younger people, households with higher incomes, adults with higher body mass index (BMI), and men (Mohr P and Wilson C, 2007). Between 2004 and 2009, the proportion of Chinese adolescents aged 13 to 17 who reported eating fast-food rose quickly from 17.9 to 26.3% (Xue H and Wu Y, 2016). Investigating fast-food consumption patterns among teenagers in Malaysia would therefore be intriguing.

1.3 PROBLEM STATEMENT

The researcher's main goal in the current study is to discover the characteristics that influence fast-food consumption among students at Universiti Malaysia Kelantan, City Campus, which is becoming more prevalent over time. Consuming fast-food has

been associated with eating a diet rich in calories, saturated fat, sugar, and sodium, as well as developing body fat, gaining weight, and having a high body mass index, all of which can be detrimental to one's health (Dingman et al.,2014). Furthermore, the study found that 23% of students' lunches were fast-food, and 50% admitted consuming three or more such meals weekly. The issue is that consuming a lot of fast-food over time may be detrimental to your health.

Fast-food has recently been the most popular food among people from all walks of life, notably among Universiti Malaysia Kelantan, City Campus students. This is due to students' hectic schedules, which force them to eat only fast-food, which is easy and quick to find. Poor time management is one of the variables that contribute to students' fast-food consumption. Students' busy schedules from complete academic activities prohibit them from finding time to take a nutritious, well-balanced meal. It is so easy to get quick meals now that we have everything at our fingertips. By placing an online order, the required food will be delivered hot and ready to eat right in front of your door. As a result, fast food has gained popularity and accessibility, as evidenced by the rise in the number of fast food franchises and eateries in recently constructed shopping centres and supermarket complexes.

Financial factors influence students' fast-food consumption because it is affordable and commonly available. This is similar to the majority of students today who only think about ways to save money by eating cheap fast-food without considering whether the food is healthy or not. It is less expensive than healthy food. It is generally accessible to all socioeconomic segments of the population due to its reasonable and appealing price range (Bhaskar et al.,2012). People with low incomes are more likely to consume unhealthy foods. This group will consume a lower-quality diet, including fewer fruits and vegetables, than those with higher wages. Many researchers have discovered

that students at the Universiti Malaysia Kelantan, City Campus have poor nutritional habits. Students' daily consumption of fruits and vegetables fell, while their consumption of high-fat, high-calorie items climbed.

Fast-food consumption among students has been increasing as a result of the introduction of stores providing various types of fast-food. This is because most fast-food is readily available and reasonably priced compared to other foods. Because people are ignorant of the harmful impacts of ingesting fast-food on a regular basis, they consume too much fast-food. Fast-food's great flavor also influences their choice of food over more nutritious items. Fast-food, on the other hand, has a fantastic flavor since it contains a lot of oil, salt, sugar, and color additives. Fast-food at any store is less nutritious because of the use of these substances and should not be consumed daily.

About the fact that fast-food is a non-nutritious cuisine that is popular among students due to its ease of availability and low cost compared to other food pricing. Because this fast meal has so many dangerous ingredients, it should not be consumed daily. The keys to achieving a healthy body include eating nutritious foods and regular physical activity. However, as everyone knows, individuals of all sociological levels, particularly students, who perceive no advantage from exercise, do not take this form of physical activity seriously. Busyness contributes to a lack of physical activity in society. As a result, it is advised to consume less fast-food, consume more nutrient-dense foods, and engage in physical activity, as these activities can assist to maintain the body robust and invigorated.

Therefore, the study aims to investigate the factors influencing fast-food consumption among students at Universiti Malaysia Kelantan, City Campus.

1.4 RESEARCH OBJECTIVES

1. To examine the influence of time management on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus.

2. To examine the influence of financial factors on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus.

3. To examine the influence of knowledge about fast-food impacts on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus.

4. To examine the influence of physical activities on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus.

1.5 RESEARCH QUESTIONS

1. Is there any significant influence of time management on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus?

2. Is there any significant influence of financial factors on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus?

3. Is there any significant influence of knowledge about fast-food impacts on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus?

4. Is there any significant influence of physical activities on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus?

1.6 SIGNIFICANCE OF THE STUDY

Following the topic chosen, researchers have looked into the relationships between independent and dependent variables, such as time management, financial factors, knowledge about fast-food impacts, and physical activity. A fast-food consumption solution would benefit many people, including future researchers, students at Universiti Malaysia Kelantan, City Campus and others.

1.7 DEFINITION OF TERMS

Due to these factors, students at Universiti Malaysia Kelantan, City Campus, are one of the most vulnerable groups regarding the consumption of fast-food. The significance of the study is to evaluate effect of fast-food consumption on the Universiti Malaysia Kelantan, City Campus, such as time management, financial factors, knowledge about fast food impacts, and physical activities.

1.7.1 TIME MANAGEMENT

Since the menu is uniform and the quality is reliable and consistent, fast-food typically offers speedy service (Jekanowski, Binkley, & Eales, 2001). Additionally, given their increasingly busy schedules, most people choose to eat fast-food during working hours in an effort to save time. Therefore, you should avoid wasting time cooking or waiting for your food when dining out. Fast-food is described by Data Monitor (2005),

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as meals and drinks meant to be consumed quickly either on-site or off. Those that lead hectic lifestyles will find this definition convenient and economical. For the purposes of this study, we defined fast-food as specialised food that can be manufactured quickly for immediate consumption there or elsewhere and is inexpensive.

1.7.2 FINANCIAL FACTORS

Fast-food is the food category that is expanding the quickest globally, and it is a quick, inexpensive, and accessible substitute for home-cooked food, according to Goyal and Singh (2007). As a result of its affordability and accessibility, fast-food can be enjoyed by people from many walks of life, including students of Universiti Malaysia Kelantan, City Campus. One of the benefits of fast food is how reasonably priced it is. It's not elegant, it's not particularly healthy, and it's not something anyone would be proud to eat every day, but it's affordable. When money is no object, you treat yourself to a three-course-meals at your personal favourite restaurant. You visit McDonald's and order a Big Mac whenever your financial situation is not improving. As a result, when the economy is struggling, most people tend to gravitate to less expensive meal options, which helps the fast-food business prosper (Nicole LaMarco, 2018).

1.7.3 KNOWLEDGE ABOUT FAST FOOD IMPACT

Fast-food and other eateries offer more calories to children and teenagers than eating at home. Between 160 and 310 additional calories were consumed daily when

dining out. A bad diet and poor health might result from constantly substituting fast-food for wholesome foods. The current situation also highlights several adult disorders in childhood and adolescence. This results from a lack of understanding and knowledge of the consequences of fast-food (Saranya et al., 2016).

1.7.4 PHYSICAL ACTIVITIES

According to Amirullah and Hamidah, 2012, physical activity is defined as various body movements resulting from muscle contraction and increased energy expenditure. Examples of physical activity include walking, cycling, playing games, lifting weights, and doing homework. Lack of physical activity, along with increased consumption of fast-food meals, has direct health implications (Abraham Sam, 2018). The risk of many ailments, including obesity, diabetes, hypertension, and blood lipid problems or dyslipidemia, might be raised by consuming fast-food. Long-term consumption of fast-food will also have an impact on tooth health. High-sugar fast-food can contribute to tooth caries or cavities19 (Afiah Fakhira, 2021).

1.8 SUMMARY

By emphasising the research goals and subjects brought up in the findings and debate, the chapter shows why the study was done. This research is designed to measure the factors that affect fast-food consumption among students at the Universiti Malaysia Kelantan, City Campus. In addition, the research questions will identify fast-food consumption factors that are related to time management, financial factors, knowledge about fast-food impacts, and physical activities.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Since it outlines the study that will be conducted using particular data and an understanding of the relationships between the topics to be covered, the literature review is a crucial step in the analytical process. The primary objective of a literature review is to educate readers on previously published research, knowledge, and concepts on a hotly debated study topic. These papers' primary objectives are to analyse and clarify the subject of the investigation. The variable being measured or evaluated is the dependent variable in an experiment. The dependent variable will be analysed, determined, or altered mostly by researchers. The dependent variable is affected or influenced by an independent variable. The independent variable has an impact on the dependent variable's variance. With each unit increase in the independent variable, the dependent variable increases or decreases. The impact of the independent variable on the dependent variable could be positive or negative.

Fast-food is a popular topic, especially among Universiti Malaysia Kelantan, City Campus students, because it is a quick, simple, and affordable cuisine. Anywhere that sells meals and snacks qualifies as a place where fast-food is offered. Fast meal service is what it is described as, and customers become addicted to it because of how wonderful the food tastes, especially among students at Universiti Malaysia Kelantan, City Campus.

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Fast eating can lead to cancer, which is bad for one's health. The amount of fat and carbohydrates in a person's diet will contribute to obesity and other severe disorders. Fast-food can create emotional disturbances since it alters the body's balance of harmful substances, which makes one feel drained and angry quickly. According to a survey by the World Health Organization (WHO), eating habits are more likely to contribute to human growth than AIDS, malaria, famine, accidents, or smoking.

Fast-food includes everything that can be quickly prepared and affordably supplied, such as hamburgers, pizza, fries, and more. In the 1950s, fast-food started to become more and more prevalent in the food sector. It's not uncommon to see a large queue at a drive-through lane or a mass of people waiting to place their orders in the entrance of fast food establishments. Despite the fact that practically all patrons are aware of the health hazards connected with fast-food, we consistently see a steady stream of individuals ordering and entering fast-food restaurants every day. Following the right dietary guidelines is crucial because consuming too much fast food could have a negative impact on one's health.

The factors influencing fast-food intake among students at Universiti Malaysia Kelantan's City Campus are covered in this chapter. Fast-food consumption is a dependent variable, whereas independent variables include time management, financial concerns, knowledge of the effects of fast-food, and physical activity. Consuming fast-food has an impact on our society, economics, and physical health. This shows the connection between independent and dependent variables. Based on the cited literature review and the research problem, the analysis's hypothesis was given as follows.

2.2 FAST FOOD CONSUMPTION

According to research, college is a crucial time for students to change their eating habits unhealthily. University students are also more likely to have a lousy diet intake (Von Ah D and Ebert S, 2004). 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 (Ngamvitroj, A et al. 2004).

The fast-food culture among students may cause a demographic shift away from traditional foods and home-cooked meals. These nutritional transition patterns in the population are linked to a decline in diet quality and the loss of cultural traditions and family customs (Zaghloul S, et al.2013).

The reasons college students eat at fast-food outlets have not been the subject of much research. Advertising and media, lack of parental supervision, taste preferences, self-control, time constraints, and the physical environment - such as availability and accessibility, costs, and decent menu options - can all have an impact on food choices. Including options in fast-food orders could improve the quality of their diet since some menu selections in fast-food places offer fruits and vegetables (Tom Deliens, et al. 2014).

The term "fast food" was used to describe meals that are prepared rapidly, offer takeaway options, have little to no wait staff, and demand payment before being delivered (Block J, et al. 2004).

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2.2.1 TIME MANAGEMENT

Fast-food consumption has a history of having negative consequences on dietary intake and overall health. Fast-food is most frequently consumed by those in their twenties, probably because these meals are convenient, quick, and reasonably priced (Seo HS et al.,2011). In a Pusan study by Lee, 40.5% of high school students and 38.5% of primary school students reported eating fast-food once or twice per month, which is greater than the percentage seen in people in their forties or fifties (Lee JS.,2007). Fast-food consumption among students is a result of poor time management. According to Bipasha and Goon's 2014 research, 54% of students at a private university in Bangladesh skipped breakfast due to time constraints and commitments to classes, as well as the variety of food available at a fast-food restaurant. In order to fit everything into their hectic schedules, many students have moved from having home-cooked or nutritious meals to fast food. As a result, when they are hungry, they eat fast-food to satisfy their need. To simplify, living as a student is not easy. For example, due to the tight schedule of lectures and assignments, students choose to eat on the go rather than eat clean, simply choosing for fast-food because it is more convenient and can save more time (De AP et al.,2015).

The way our brains are wired causes some people to be frequently labelled as lazy, according to researchers who have shown that inactivity is a natural tendency of the brain. Even though we all possess this mentality of laziness, only the individual may decide whether or not they are lazy. Most college students who enjoy fast-food do so because of laziness and a desire to save time. Fast-food is everything quick, tasty, handy, and trendy. People, primarily students, become addicted to fast-food due to clever snack advertising

and the appeal of convenience and taste. Potato wafers and Cheetos are food that does not require cooking or heating. Not only that, but people also enjoy eating pizza and hamburgers while watching television or doing their homework because it saves them a tremendous amount of stress and time when they are short of time. The only thing left to do is wait for these meals to be made and delivered to their door while still hot and ready to eat (Bhaskar et al.,2012). As a result, efficient time management is essential in everyday life because it allows people to do more in less time and feel calmer and less stressed over time.

2.2.2 FINANCIAL FACTORS

Customers' perceptions of the pricing and quality of a product or service will significantly impact a company's bottom line. Customer-perceived value is the expectation that a customer can purchase with confidence. It is the emotion purchasers should have had after purchasing something of high value. As a result, customers will be proud to associate with a company with a quality image. Furthermore, it has a broader scope of applicability than ensuring product or service quality. It's also a means to keep track of corporate procedures and ensure that customer satisfaction is always excellent, both internally and externally. It is to provide the highest level of client happiness.

Fast-food restaurants have chosen to focus on providing high-quality products at low prices. They believe that excellent quality comes from the best fresh ingredients, and excellent quality comes from the best ingredients. Additionally, fast-food chains collaborate closely with the Malaysian government to assemble specialists from across the globe in order to identify the most successful and modern programmes and policies

to guarantee that food safety requirements are not compromised. Additionally, the fast-food restaurant offers reasonably priced, excellent lunch and supper sets, which is quite popular with Malaysian customers, especially teens who place a high value on getting the best deal.

2.2.3 KNOWLEDGE ABOUT FAST FOOD IMPACTS

A well-known microbiologist named Dr. Michael F. Jacobson invented "Junk Food" in 1972 to describe unhealthy or un-nutritious food. Junk food must contain various ingredients, some of which can be unhealthy. For instance, Monosodium glutamate (MSG), a flavor enhancer frequently added to processed meats, canned vegetables, soups, and Chinese food, causes hypothyroidism, headaches, nausea, weakness, difficulty breathing, drowsiness, and rapid heartbeat.

Fast-food restaurants and other stores are regular destinations for teenagers after school. Allowing a youngster to study information about junk food is the best way to convince them to eat healthier foods. Children can learn much about junk food from websites, schools, magazines, and other sources. Parents that provide their kids access to such information encourage their kids to adopt healthier eating practices by raising awareness of the issue.

2.2.3.1 OBESITY

The considerable increase in overweight and obesity that has been seen globally impacts people of every age, gender, and race. There is strong evidence that eating behaviors like snacking, bingeing, and eating out, along with an increase in the energy density of the diet due to fat or sugar, promote unhealthy weight gain through passive energy overconsumption (*WHO Technical Report Series*, 2003). A person's BMI is a measurement of how acceptable their weight is for their height. Normal range (18.5-24.9), below the normal range (18.5), pre-obesity (25-29.9), obesity class I (30-34.9), obesity class II (35-39.9), and obesity class III are the distinct classes of obesity based on BMI (above 40) (Alfawaz HA, 2012).

One of the factors that has been connected to obesity is eating fast-food. Although fast-food is a particular type of convenience meal that is frequently linked to having a high-calorie density, the term has been used ambiguously in the empirical study that has already been done (Kapica CD and Alexander PM, 2006). Convenience, price, menu options, flavor, and taste are all factors that affect how often people eat fast-food (Bryant R and Dundes L., 2008).

Being overweight and obese are positively correlated with eating at restaurants and fast-food chains, eating excessive portions, and drinking sugar-sweetened beverages (Duffey KJ and Gordon-Larsen P, 2007). A nutritious breakfast, low-energy-dense foods, fruits, and vegetables, on the other hand, are adversely linked to being overweight or obese (He K and Hu FB, 2004). Although the causes are not fully understood, there is a well-established link between eating fast-food and BMI (Rouhani MH and Mirseifinezhad M, 2012).

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2.2.3.2 HYPERTENSION

The addition of salt increases the flavor of fast-food and processed goods while extending their shelf lives. To reduce the occurrence of hypertension, health specialists advise consuming less salt. The American Hospital Association (AHA) advises individuals to pick and prepare foods with little to no salt or consume less than 1,500 mg daily.

High salt consumption is linked to hypertension. Cardiovascular disease may be exacerbated by blood pressure levels that are higher, such as those between 90 and 99 mm/Hg, or systolic pressure between 140 and 159 mm/Hg (American Hospital Association, 2010). Sodium chloride occurs naturally in almost all foods. There are more than 14,000 uses for table salt, also known as sodium chloride, in both the home and industry (Salt Institute, 2009). Before the invention of sophisticated chemicals and cleansers, salt was utilized for basic household tasks. Grandmothers used salt for straightforward chores like food preservation and flavoring; businesses employed it for food processing, water purification, and soap-making.

Potassium and sodium chloride regulate the equilibrium of water and electrolytes in cellular fluid biochemically. Water retention brought on by too much salt can lead to high blood pressure. Those who do not salt their food do not have hypertension (Hayton, 1988). More than 5.8 grams of salt per day can cause hypertension in some people. Increased age, ethnic background, obesity, inherited predisposition, and renal impairment is all linked to excessive salt consumption. It is unknown what causes hypertension specifically. But variables including being overweight or obese, leading a sedentary lifestyle, being inactive, consuming a lot of salt, being older, and having a family history of hypertension are linked to the condition (AHA, 2010). Reduced sodium intake aids

blood pressure maintenance and reduces the need for antihypertensive drugs (Hooper, et al., 2004).

2.2.4 PHYSICAL ACTIVITIES

Living in this day involves many responsibilities that must be fulfilled and take up a person's time, making simple tasks like eating and drinking increasingly challenging. Since eating fast-food regularly makes it easier for us to engage in daily physical activities, we neglect to take nutrition seriously since we are too busy chasing our objectives or life ambitions. The health benefits of exercise cannot be overstated. White-collar occupations and modern life's amenities make us more sedentary, which is terrible for our health.

Additionally, physical activity covers any bodily motions that require energy in daily life, such as brisk walking, jogging, and running. A person will reportedly feel better after engaging in physical activity because endorphin, the happy hormone, and the stress hormone will be created more, increasing both the body's function and social activity since physical activity is typically more enjoyable when done in groups or pairs. Burgers and instant noodles are examples of fast-food that have been processed and contain many chemicals that can improve nutrition and extend the shelf life of the item. The key factor contributing to the drawbacks of eating fast food frequently is the food's composition.

Fast food consumption has an impact on physical activity and can lower productivity. Students at universities who frequently consume instant noodles to cut costs will, for instance, experience a decline in their everyday activities resulting from a lack

of energy and nutrition. The students should give priority to themselves so that they have good skills and are convincing. Therefore, a balanced and healthy diet can guarantee the effectiveness of students in class and also the ability to do physical activities in healthy conditions. Furthermore, food delivery applications that are growing today also make our people even lazier if viewed from a negative angle. The bottom line is that technological convenience and economic turmoil must be faced wisely to gain positive and profitable benefits.

2.2.4.1 BRISK WALKING

Heavy exercise may be difficult for older, overweight, inactive individuals who haven't worked out in a long, especially if they have chronic conditions from consuming too much fast-food. The Centers for Disease Control and Prevention (CDC) in the United States characterizes it as an activity that can cause a person to sweat and raise their heart rate while still allowing them to converse but not sing. In other words, brisk walking is not the high-impact sort that causes exhaustion. Brisk walking, for example, can lower blood pressure and possibly reduce the risk of diabetes.

2.2.4.2 JOGGING

As we all know, consuming fast-food can lead to an increase in body fat, especially for students who frequently consume unhealthy foods. Jogging is one sport

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where people run or walk at a slower and more leisurely pace. One of the simplest and easiest exercises for people of all ages. Cardio workouts like jogging can burn fat if we follow the method, that is, if we perform it for a long time while staying at 65-75% of our maximum pulse rate.

2.2.4.3 RUNNING

Physical exercise is defined as any voluntarily skeletal muscle-driven movement that needs an energy expenditure. Any activity that is done physically, regardless of intensity or time of day or night, is considered to be physical exercise. It incorporates side pursuits and fitness into the everyday schedule. As is common knowledge, overeating fast-food negatively impacts a person and contributes to the obesity epidemic. This is because the majority of fast-food has a high-calorie content. For instance, quick food items like pizza and snacks are calorie-dense. Running burns fat quickly, keeping you in terrific physical form. You can lose additional weight and maintain weight control with its assistance. Even after a run, your body continues to burn calories.

2.3 RESEARCH HYPOTHESIS

The hypothesis of this study is to find out whether there are any significant effects of independent variables and dependent variables:

H1: There is a significant influence of time management on fast-food consumption among students at Universiti Malaysia Kelantan, City Campus.

H2: There is a significant influence of financial factors on fast-food consumption among students at Universiti Malaysia Kelantan, City Campus.

H3: There is a significant influence of knowledge about fast-food impacts on fast food consumption among students at Universiti Malaysia Kelantan, City Campus.

H4: There is a significant influence of physical activities about fast-food consumption among students at Universiti Malaysia Kelantan, City Campus.

2.4 CONCEPTUAL FRAMEWORK

INDEPENDENT VARIABLES

Time Management

Financial Factors

Knowledge About Fast-Food Impact

Physical Activities

H_1
H_2
H_3
H_4

DEPENDENT VARIABLE

Fast-Food Consumption
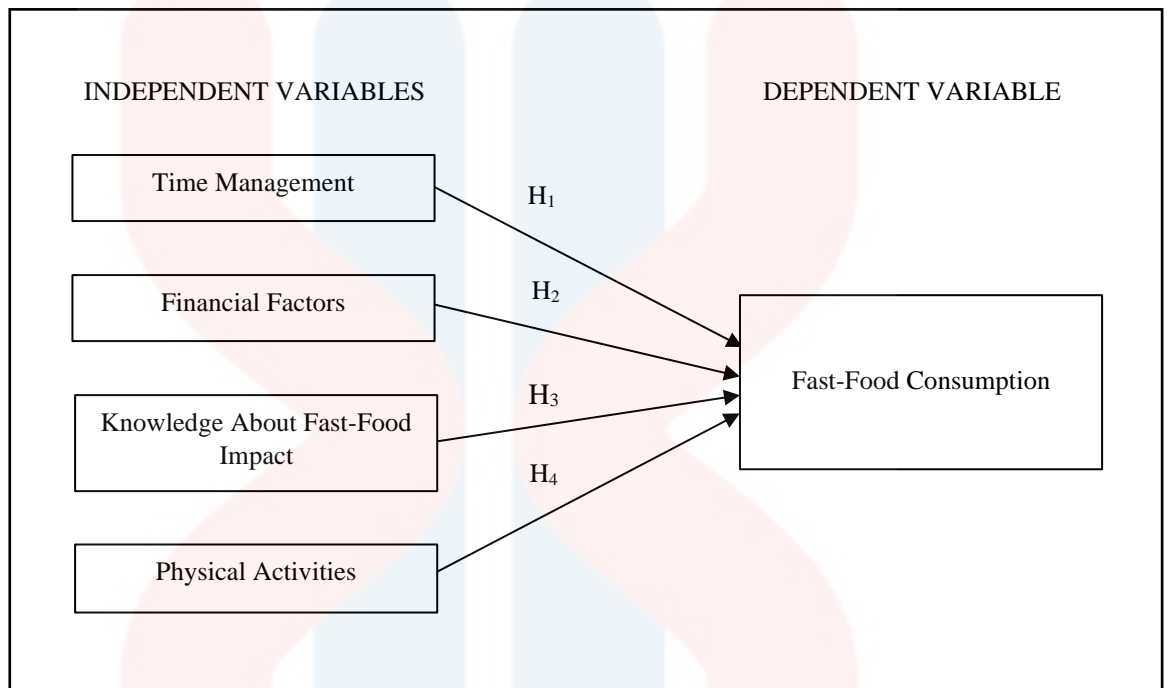
Figure 2.1: Conceptual Framework

Figure 2.1 depicts the conceptual framework with independent and dependent variables. The independent variables consist of four components which are time management, financial factors, knowledge about fast-food impact, and physical activities. The dependent variable is fast-food consumption.

2.5 SUMMARY

In summary, this second chapter looked at the variables that influence the components of this research study. The purpose of including the conceptual framework in this second chapter is for researchers to synchronize independent variables that have significant relationships with the dependent variable. All these independent variables interact with the dependent variable. According to this study, various factors affect fast-food consumption.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

Researchers desire to look into the approaches taken in this chapter's research. The research design takes into account the demographics, sample size, sampling method, data gathering procedure, research tools, and data analysis. Each point will be fully explained throughout the course of this study. This study's methodology is quantitative. Readers will gain a better grasp of the research process through this section. This chapter will also appoint a few methods and approaches to make sure that researchers achieve the study's objective. Quantitative approaches involve subjects such as the objective measurement and statistical, mathematical, or numerical analysis of data acquired through surveys or questionnaires. This tactic comprises gathering numerical data and extrapolating it to a population of people or understanding a particular phenomenon. The results will provide information on the time management, financial, understanding of the effects of fast-food, and physical activity aspects influencing fast-food intake among students at Universiti Malaysia Kelantan, City Campus.

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3.2 RESEARCH DESIGN

The goal and intent of research design are to make sure that the data obtained enables researchers to solve the study challenge at hand correctly. An interpretative methodology known as research design can be regarded as the best approach for the investigation. The questionnaires utilized in this study's examination structure follow a quantitative methodology, and all of the information collected from respondents will be used as the study's primary data. Through this examination framework, which includes setting up and organizing a research strategy, the material acquired will assist an analyst in understanding the relationship between independent and dependent variables. The quantitative data acquired by the survey is used in this assessment technique. The survey includes age, gender, study profile, ethnicity, year of study, and other factors. The four components of the questionnaires—A, B, C, and D—are related to demographic variables, dependent variables, and independent variables. 364 students from Universiti Malaysia Kelantan, City Campus will be among the approximately 364 respondents whose responses will be chosen for this study.

3.3 POPULATION

The target population is the overall group of subjects that are the focus of attention in a research endeavor. A group of things or people recognized to share similar traits can also be considered part of the population. The population may be categorized by the study as either individuals, events, or things of interest that need to be looked at (Kumar, Talib, and Ramayah, 2013). The target population in this research is 6236 students from

Universiti Malaysia Kelantan, City Campus. To determine the association between fast-food consumption among students at Universiti Malaysia Kelantan, City Campus, the population from whom the sample was derived.

3.4 SAMPLE SIZE

The sample size is defined as the total number of completed survey replies. It is called a sample because it only reflects a portion of the target population or group whose ideas or actions are of interest to the researcher. For illustration, a random sample uses pure chance to choose respondents from the overall population. The sample size is frequently referred to as 's.' The size of the sample and the factors that affect fast-food consumption among Universiti Malaysia Kelantan, City Campus students will be determined by researchers through a survey that will be conducted.

The Krejcie and Morgan Table (1970) was used by researchers in this study to create a sample size of 6236 respondents as the population. Since there is no particular 6236 population in Krejcie and Morgan's table, researchers chose the population closest to 6236, which is 7000 populations. So, 364 students from Universiti Malaysia Kelantan, City Campus, were chosen as the sample size and were asked to complete the questionnaire.

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TABLE 1
Table for Determining Sample Size from a Given Population

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

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

Figure 2.2: Sample Size of Given Population

3.5 SAMPLING METHOD

Researchers will use probability sampling in this study. Since each respondent has an equal chance of being chosen, researchers will utilize simple random sampling to choose several respondents from each population. Students from the Universiti Malaysia Kelantan, City Campus, were chosen as respondents. The total number of respondents is 364 students who were chosen to answer the questions to help researchers collect data regarding the research topic being researched. The reason why researchers chose students in Universiti Malaysia Kelantan, City Campus as respondents is that they are also individuals who are closely related to the consumption of fast-food throughout being a student.

3.6 DATA COLLECTION PROCEDURE

One form of data gathering approach is primary data, which is collected expressly for the design aspect. It is the raw data gathered during the study procedure. It's also a secure data collection system because researchers know where the information came from and was compiled by researchers. To contain data for this study, researchers engaged the questionnaire approach. Questionnaires were chosen because, compared to other methods, they can provide quicker responses from a more significant number of respondents, providing more accurate and reliable results for the entire research project. The questionnaire was administered online, allowing respondents to respond quickly. It will give convenience to the respondents and bring them to answer the questionnaire without any strain and also be suitable to give honest and accurate information.

A quick and inexpensive method to obtain information from moving sources is to use secondary data, often known as data analysis. This type of data analysis is much more cost-effective in conducting research projects. It is also a wise approach to initiate research using secondary data to help design research projects. Journals from academic handbooks and databases like Google Scholar were used as secondary data in this study.

3.7 RESEARCH INSTRUMENT

In the study, we used a questionnaire to collect data to complete this research. The questionnaire consists of sections A, B, and C. For this study, a self-completed questionnaire will be designed to collect data. Furthermore, because of its normalization, this type of research is usually less expensive and easier to track than other methods. Therefore, the study included a large number of respondents, which allowed researchers to collect data and information.

This instrument has three sections, including analysis sections A, B, and C. Researchers make this based on research objectives. The demographic questions in Section A inquire about the respondent's gender, age, ethnicity, marital status, and level of education. Questions involving independent variables are found in section B, and those involving dependent variables are found in section C. While sections B and C of the questionnaire use Likert scales, section A of the questionnaire uses nominal and interval scales.

3.7.1 Likert Type Scale

The Likert scale was constructed to collect the best judgment of the respondents on their side view of these factors that affect fast-food consumption. The researcher will use this Likert Scale to calculate the answer that is relevant or not to the research study. This Likert Scale is the best tool to measure the best opinion of respondents for this study. There are Likert Scale:

1: Strongly Disagree

2: Disagree

3: Neutral

4: Agree

5: Strongly Agree

3.8 DATA ANALYSIS

The key information used in the research effort is described in this section. Additionally, this section makes an effort to discuss the research hypotheses and address the objectives of the study. This chapter includes tables, pies, and charts that display the data evaluation, statistical analysis findings, and all of the research study's conclusions. The reliability test, Pearson Correlation, and descriptive statistics are the main analyses used in this research study.

The data from the questionnaire was structured, edited, categorized, and coded by the researcher using computer tools such as the Statistical Package for the Social Sciences (SPSS). This tool aids researchers in quickly calculating information and inspires quantitative investigations that are faster and less demanding. Using a variety of statistical techniques, this study assesses descriptive analysis, reliability analysis, and Pearson's correlation coefficient. Researchers can make use of data sources to evaluate the logical conclusions reached by this computer programme.

To examine the variables and explain the respondents' biographical information, descriptive analysis was performed. The importance of the link between the variables in the study was determined using reliability statistics, while Pearson's Correlation Coefficient was used to evaluate the independent variable and analyze the data (Bewick et al., 2003).

3.8.1 DESCRIPTIVE STATISTICS

Descriptive statistics are used in the test to clearly depict the sample and its measurements while summarising the key findings from the data base. When describing the significance of data or what the data will show, descriptive statistics are utilised. Descriptive statistics can be used by researchers to forecast what will happen and how the data will evolve. It has been used to provide current quantitative descriptions in an understandable format, and it can help researchers efficiently simplify a big amount of data. Descriptive statistical analysis was used to obtain the mean value for each variable.

It is the practical foundation of any quantitative information evaluation, together with simple illustrations and experiments (Trochim, 2006). To provide a realistic description of a quantitative image, descriptive statistics are used. Descriptive statistics are mathematical sums that interpret sample order characteristics such as mean, median, and standard deviation. Descriptive statistics aid researchers as well because they intelligently simplify massive amounts of data. Each descriptive statistic distils a big amount of data into a short summary (Pablo Subong et al., 2005).

3.8.2 RELIABILITY TEST

The acquired data should be subjected to a reliability analysis and reliability testing. At Universiti Malaysia Kelantan, City Campus, students' fast-food consumption is examined using a reliability test in terms of time management, financial factors, knowledge, and physical activity. The reliability of respondents' responses is investigated via reliability measurement (Jansen et al., 2003). Test-retest reliability, internal accuracy reliability, split-half reliability, and interrater reliability are only a few of the approaches that are accessible. The various percentages of scale reliability that are frequently employed are determined using reliability analysis techniques. The relationship between the different parts of the scale was explained in further detail.

A reliability evaluation is a statistic that demonstrates that it is best to collect data for an instrument using a reliable instrument. A research investigation's level of validity is shown by the reliability test. The researcher should have more faith in the study's findings the more trustworthy a scale's assessment is. The reliability test's main objective is to

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examine the consistency of the data collected and the dependability of the survey results. (Phelan and Wren, 2005).

3.8.3 PEARSON CORRELATION ANALYSIS

The relationship between two continuous variables is discovered using Pearson Correlation Analysis. To determine the relationship between the independent variables (time management, financial factors, knowledge, and physical components) and the dependent variable, this study uses Pearson Correlation Analysis (fast-food consumption).

The hypothesis should either be accepted or rejected based on the results of Pearson's Correlation Analysis, which establishes if the correlation is statistically significant. If the significant p-value exceeds 0.05, the hypothesis can be disproved. (Lone, 2016). A common reference point for the size of the correlation coefficient is provided in the table below.

Table 3.1: Rules of Thumb about Correlation Coefficient Size

Coefficient Range (r)	Strength of Correlation
.90 to 1.0 / -.91 to -1.0	Very Strong
.71 to .90 / -.71 to -.90	High
.41 to .70 / -.41 to -.70	Moderate

.21 to .40 / -.21 to -.40	Weak
.01 to .20 / -.01 to -.20	Very Weak

Based on the magnitude of the correlation coefficient, the table of correlation coefficient size establishes the degree of connection between variables. Between -1 and +1, the correlation coefficient (r) has a linear relationship. The trajectory of the relationship can also be either beneficial or negative.

3.8.4 MULTIPLE LINEAR REGRESSION

A statistical technique called multiple linear regression (MLR), sometimes known as multiple regression, makes use of a number of explanatory factors to predict the outcomes of a response variable. By simulating a linear connection between the explanatory (independent) variables and the response (dependent) variables, multiple linear regression attempts to solve the problem. It is possible to think of multiple regression as an expansion of ordinary least-squares (OLS) regression because it considers many explanatory variables.

Table 3.2: Data Analysis Plan

Research Question	Research Objectives	Concept/Construct	Data Analysis
What are the factors that affect fast-food consumption on related time management among students in Universiti Malaysia Kelantan, City Campus?	To examine the factors that affect fast-food consumption on time management among students in Universiti Malaysia Kelantan, City Campus.	Concerning the relationships between time management towards factors that affect fast-food consumption	Correlation Analysis and Multiple Linear Regression
What are the factors that affect fast-food consumption on related financial factors among students in Universiti Malaysia Kelantan, City Campus?	To examine the factors that affect fast-food consumption on financial factors among students in Universiti Malaysia Kelantan, City Campus.	Concerning the relationships between financial factors towards factors that affect fast-food consumption.	Correlation Analysis and Multiple Linear Regression
What are the factors that affect fast-food consumption on related knowledge among students in Universiti Malaysia Kelantan, City Campus?	To examine the factors that affect fast-food consumption on knowledge among students in Universiti Malaysia Kelantan, City Campus.	Concerning the relationships knowledge towards factors that affect fast-food consumption.	Correlation Analysis and Multiple Linear Regression
What are the factors that affect fast-food consumption on related physical activities among students in	To examine the factors that affect fast-food consumption on physical activities among students	Concerning the relationships between physical activities towards factors that affect fast-food consumption.	Correlation Analysis and Multiple Linear Regression

Universiti Malaysia Kelantan, City Campus?	in Universiti Malaysia Kelantan, City Campus.		

3.9   SUMMARY

The testing structure used in population and sample research is covered in this chapter, and analysis is frequently provided in the analysis method before further discussion. The data will be transferred and analyzed using univariate quality tests and Pearson's correlation. As a result of the information obtained, an investigation will be conducted in the attached section.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter's main goal is to detail the research of the questionnaire-based survey that was delivered to respondents in order to gather data. The results of the data analysis performed on the 364 questionnaire respondents are discussed in this chapter. IBM SPSS Statistics was used to gather and analyze the data for this investigation. The questionnaire's findings are broken down into three sections: section A for the respondents' demographic information, section B for independent variables, and section C for dependent variables. The findings of a questionnaire-based descriptive analysis, reliability analysis, and inferential analysis were reported in this chapter. The results of this investigation are discussed towards the conclusion of this chapter.

4.2 RESULT OF DESCRIPTIVE ANALYSIS

Part A of the questionnaire listed many demographic factors, including the type of gender, age, religion, race, level of study, years of study, and faculty from students in all three faculties at Universiti Malaysia Kelantan, City Campus. The results of respondents' socio-demographic characteristics were shown based on the table below.

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4.2.1 Demographic Profile

Table 4.1: Demographic Profile

No	Socio-Demographic Characteristics	Frequency (n)	Percentage (%)
1	**Gender**	**364**	**100**
	Male	74	20.3
	Female	290	79.7
2	**Age**	**364**	**100**
	18 years	3	8
	20 years	7	1.9
	21 years	19	5.2
	22 years	86	23.6
	23 years	218	59.9
	24 years	21	5.8
	25 years	4	1.1
	26 years	2	0.5
	33 years	2	0.5
	37 years	1	0.3
	39 years	1	0.3
3	**Race**	**364**	**100**
	Malay	324	89
	Chinese	15	4.1

	Indian	19	5.2
	Iban	2	0.5
	Bajau	1	0.3
	Sabah	3	0.8
4	**Religion**	**364**	**100**
	Islam	330	90.7
	Christian	5	1.4
	Buddha	10	2.7
	Hindu	19	5.2
5	**Education Level**	**364**	**100**
	Sijil Pelajaran Malaysia	6	1.6
	Diploma	21	5.8
	Ijazah Sarjana Muda	337	92.6
6	**Year of Study**	**364**	**100**
	Year 1	20	5.5
	Year 2	48	13.2
	Year 3	276	75.8
	Year 4	20	5.5
7	**Faculty**	**364**	**100**
	FHPK	264	72.5
	FKP	71	19.5
	FPV	29	8

Data of descriptive analysis obtained from Part A in questionnaire where on demographic variables includes of gender, age, race, religion, education level, year of study and faculty taken from students at Universiti Malaysia Kelantan, City Campus.

The outcome of the descriptive analysis of respondents is shown in Table 4.1. The study's target population is students at Universiti Malaysia Kelantan's City Campus, and 290 respondents, or 79.7% of the total, were female. Only 74 respondents, or 20.3%, were male.

On the other hand, majority of the respondents were from age 23 years which is 218 respondents (59.9%), followed by age 22 years which is 86 respondents (23.6%), 24 years as many as 21 respondents (5.2%) then, 21 years which is 19 respondents (5.2%), 20 years as many as seven respondents (1.9%), 25 years which is four respondents (1.1%), 18 years as many as three respondents (8%), 26 and 33 years both two respondents (0.5%) and lastly 37 and 39 years both one respondent (0.3%).

Furthermore, most of the respondents are Malay which is 324 respondents (89%) followed by Indian as many as 19 respondents (5.2%) and Chinese 15 respondents (4.1%). Bumiputera Sabah race consists three respondents (0.8%), Iban have two respondents (0.5%) and one respondent from Bajau race (0.3%). For religion, most of the respondents are Islam which are 330 respondents (90.7%) then, Hindu as many as 19 respondents (5.2%) followed by Buddha which is 10 respondents (2.7%) and lastly Christian consists five respondents (1.4%).

Last but not least, majority of the respondent have education level in Ijazah Sarjana Muda 337 respondents (92.6%), 21 respondents have Diploma (5.8%) and six respondents have education level in Sijil Pelajaran Malaysia (1.6%). For year of study, majority of the respondents are from Year 3 students which are 264 respondents (72.5%)

followed by Year 2 as many as 48 respondents (13.2%), then respondents from Year 1 and Year 4 both consists 20 respondents (5.5%). Finally, respondents from FHPK faculty have the most respondents which are 264 respondents (72.5%) followed by FKP which is 71 respondents (19.5%) and FPV consist 29 respondents (8%).

4.2.2 Central Tendencies Measurement of Construct

Table 4.2: Mean for the Dependent Variable and Independent Variable

Variables	Mean
Fast-Food Consumption	3.62
Time Management	2.86
Financial Factors	3.33
Knowledge About Fast-Food Impacts	4.01
Physical Activities	4.01

The mean values for the independent variables—time management, financial factors, knowledge about fast food impacts and physical activity—as well as the dependent variable—fast food consumption—are presented in Table 4.2. The mean value for the dependent variable, fast food intake, is 3.62, whereas the mean values for the independent variables, time management (2.86), financial factors (3.33), knowledge about fast food impacts (4.01), and physical activity (4.01).

4.2.2.1 Fast Food Consumption

Table 4.3: Total Mean Score and Standard Deviation of Fast-food Consumption

Items	N	Mean	Std. Deviation
Fast-Food Consumption 1	364	4.22	0.792
Fast-Food Consumption 2	364	3.72	0.867
Fast-Food Consumption 3	364	3.87	0.977
Fast-Food Consumption 4	364	3.74	0.913
Fast-Food Consumption 5	364	3.54	1.045
Fast-Food Consumption 6	364	2.02	1.056
Fast-Food Consumption 7	364	4.41	0.862
Fast-Food Consumption 8	364	3.41	1.018

The mean and standard deviation of the dependent variable, which is the consumption of fast food, are shown in Table 4.3. Fast-Food Consumption 7 obtained the highest mean score value (M = 4.41, SD 0.862), followed by Fast-Food Consumption 1 (M = 4.22, SD = 0.792), Fast-Food Consumption 3 (M = 3.87, SD = 0.977), Fast-Food Consumption 4 (M = 3.74, SD = 0.913), Fast-Food Consumption 2 (M = 3.72, SD = 0.867), Fast-Food Consumption 5 (M = 3.54, SD = 1.045), Fast-Food Consumption 8 (M = 3.41, SD = 1.018), and lastly Fast-Food Consumption 6 obtained the lowest mean score value which is (M = 2.02, SD = 1.056).

4.2.2.2 Time Management

Table 4.4: Total Mean Score and Standard Deviation of Time Management

Items	N	Mean	Std. Deviation
Time Management 1	364	2.78	1.150
Time Management 2	364	3.18	1.178
Time Management 3	364	2.66	1.137
Time Management 4	364	2.62	1.085
Time Management 5	364	2.76	1.228
Time Management 6	364	2.13	1.143
Time Management 7	364	3.82	0.842
Time Management 8	364	2.90	0.995

The mean and standard deviation of the independent variable, time management, are shown in Table 4.4. Time Management 7 obtained the highest mean score value (M = 3.82, SD = 0.842), followed by Time Management 2 (M = 3.18, SD = 1.178), Time Management 8 (M = 2.90, SD = 0.995), Time Management 1 (M = 2.78, SD = 1.150), Time Management 5 (M = 2.76, SD = 1.228), Time Management 3 (M = 2.66, SD = 1.137), Time Management 4 (M = 2.62, SD = 1.085), and lastly Time Management 6 obtained the lowest mean score value which is (M = 2.13, SD = 1.143).

4.2.2.3 Financial Factors

Table 4.5: Total Mean Score and Standard Deviation of Financial Factors

Items	N	Mean	Std. Deviation
Financial Factors 1	364	3.39	1.051
Financial Factors 2	364	3.57	0.886
Financial Factors 3	364	3.72	0.932
Financial Factors 4	364	3.38	1.109
Financial Factors 5	364	3.54	0.936
Financial Factors 6	364	2.92	1.090
Financial Factors 7	364	2.64	1.210
Financial Factors 8	364	3.51	1.087

Table 4.5 presented the mean and standard deviation of independent variable which is financial factors. Financial Factors 3 obtained the highest mean score value (M = 3.72, SD = 0.932), followed by Financial Factors 2 (M = 3.57, SD = 0.886), Financial Factors 5 (M = 3.54, SD = 0.936), Financial Factors 8 (M = 3.51, SD = 1.087), Financial Factors 1 (M = 3.39, SD = 1.051), Financial Factors 4 (M = 3.38, SD = 1.109), Financial Factors 6 (M = 2.92, SD = 1.090), and lastly Financial Factors 7 obtained the lowest mean score value which is (M = 2.64, SD = 1.210).

4.2.2.4 Knowledge About Fast Food Impacts

Table 4.6: Total Mean Score and Standard Deviation of Knowledge About Fast-Food

Consumption

Items	N	Mean	Std. Deviation
Knowledge About Fast-Food Impacts 1	364	4.46	0.814
Knowledge About Fast-Food Impacts 2	364	2.31	1.060
Knowledge About Fast-Food Impacts 3	364	4.12	0.756
Knowledge About Fast-Food Impacts 4	364	4.07	0.759
Knowledge About Fast-Food Impacts 5	364	4.10	0.893
Knowledge About Fast-Food Impacts 6	364	4.29	0.900
Knowledge About Fast-Food Impacts 7	364	4.35	0.844
Knowledge About Fast-Food Impacts 8	364	4.39	0.793

Knowledge about fast food impacts was the independent variable, and Table 4.6 showed its mean and standard deviation. Knowledge About Fast-Food Impacts 1 obtained the highest mean score value (M = 4.46, SD = 0.814), followed by Knowledge About Fast-Food Impacts 8 (M = 4.39, SD = 0.793), Knowledge About Fast-Food Impacts 7 (M = 4.35, SD = 0.844), Knowledge About Fast-Food Impacts 6 (M = 4.29, SD = 0.900), Knowledge About Fast-Food Impacts 3 (M = 4.12, SD = 0.756), Knowledge About Fast-Food Impacts 5 (M = 4.10, SD = 0.893), Knowledge About Fast-Food Impacts 4 (M = 4.07, SD = 0.759), and lastly Knowledge About Fast-Food Impacts 2 obtained the lowest mean score value which is (M = 2.31, SD = 1.060).

4.2.2.5 Physical Activities

Table 4.7: Total Mean Score and Standard Deviation of Physical Activities

Items	N	Mean	Std. Deviation
Physical Activities 1	364	3.92	0.872
Physical Activities 2	364	3.27	0.976
Physical Activities 3	364	4.27	0.669
Physical Activities 4	364	4.26	0.839
Physical Activities 5	364	3.66	0.909
Physical Activities 6	364	4.48	0.694
Physical Activities 7	364	4.26	0.715
Physical Activities 8	364	3.93	0.817

The mean and standard deviation of the independent variable, physical activity, are shown in Table 4.7. Physical Activities 6 obtained the highest mean score value (M = 4.48, SD = 0.694), followed by Physical Activities 3 (M = 4.27, SD = 0.669), Physical Activities 4 (M = 4.26, SD = 0.839), Physical Activities 7 (M = 4.26, SD = 0.715), Physical Activities 8 (M = 3.93, SD = 0.817), Physical Activities 1 (M = 3.92, SD = 0.872), Physical Activities 5 (M = 3.66, SD = 0.909), and lastly Physical Activities 2 obtained the lowest mean score value which is (M = 3.27, SD = 0.976).

4.2.2.6 Fast-Food Consumption

The table below provides an interpretation of the respondents' responses to questions about their use of fast food, including frequency, percentage, mean score, and standard deviation (N = 364).

Table 4.8: The Feedback of Respondents on the Items in Fast-food Consumption

Statements	1	2	3	4	5	Mean (SD)
1. Fast-food tastes good.	3	4	53	155	149	4.22
	0.8%	1.1%	14.6%	42.6%	40.9%	(0.792)
2. I get good value for money when I buy a fast-food 'packaged meal deal'	4	26	99	173	62	3.72
	1.1%	7.1%	27.2%	47.5%	17%	(0.867)
3. I feel satisfied after eating fast-food.	8	16	103	124	113	3.87
	2.2%	4.4%	28.3%	34.1%	31%	(0.977)
4. I am able to treat/reward myself with fast-food.	6	33	77	183	65	3.74
	1.6%	9.1%	21.2%	50.3%	17.9%	(0.913)
5. Eating fast-food frequently saves my time.	13	55	77	160	59	3.54
	3.6%	15.1%	21.2%	44%	16.2%	(1.045)
6. Eating fast-food frequently is good for my health.	124	166	35	21	18	2.02
	34.1%	45.6%	9.6%	5.8%	4.9%	(1.056)
7. Eating fast-food frequently encourages an inactive lifestyle.	9	6	19	123	207	4.41
	2.5%	1.6%	5.2%	33.8%	56.9%	(0.862)

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Statements	1	2	3	4	5	Mean (SD)
8. Eating fast-food frequently is very convenient for me.	14	54	114	134	48	3.41
	3.8%	14.8%	31.3%	36.8%	13.2%	(1.018)

According to the above-mentioned table's results, the item for Fast-Food Consumption 7 (Eating fast-food frequently encourages an inactive lifestyle) gets the highest mean score (M=4.41, SD=0.862). The fast-food consumption item with the lowest mean score (M= 2.02, SD= 1.056) is item 6 (Eating fast-food frequently is good for my health).

4.2.2.7 Time Management

The table below provides an interpretation of the respondents' frequency, percentage, mean score, and standard deviation for time management-related items (N = 364).

Table 4.9: The Feedback of Respondents on the Items in Time Management

Statements	1	2	3	4	5	Mean (SD)
1. I am too busy to eat healthy food.	54	107	86	98	19	2.78
	14.8%	29.4%	23.6%	26.9%	5.2%	(1.150)
2. I am too rushed in the morning to eat a healthy breakfast.	37	78	68	145	36	3.18
	10.2%	21.4%	18.7%	39.8%	9.9%	(1.178)
3. I don't have time to think about eating healthy.	62	103	123	48	28	2.66
	17%	28.3%	33.8%	13.2%	7.7%	(1.137)

4. Eating healthy meals just takes too much time.	58	115	118	53	20	2.62
	15.9%	31.6%	32.4%	14.6%	5.5%	(1.085)
5. It is hard to find time to sit down and eat a meal.	61	117	60	99	27	2.76
	16.8%	32.1%	16.5%	27.2%	7.4%	(1.228)
6. I tend to 'eat and run'	141	96	83	28	16	2.13
	38.7%	26.4%	22.8%	7.7%	4.4%	(1.143)
7. Regular meals are important to me.	6	15	86	188	69	3.82
	1.6%	4.1%	23.6%	51.6%	19%	(0.842)
8. I eat meals at about the same time every day.	28	87	169	52	28	2.90
	7.7%	23.9%	46.4%	14.3%	7.7%	(0.995)

Regular meals are important to me, according to the results of the table above, and this item falls under Time Management 7. It has the highest mean score (M=3.82, SD=0.842). The Time Management 6 item (I tend to "eat and run") had the lowest mean score (M=2.13, SD=1.143).

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4.2.2.8 Financial Factors

The interpretation of the frequency, percentage, mean score, and standard deviation of the respondents depending on financial circumstances is presented in the table below (N = 364).

Table 4.10: The Feedback of Respondents on the Items in Financial Factors

Statements	1	2	3	4	5	Mean (SD)
1. I feel fast-food is cheaper than regular meals.	16	58	109	130	51	3.39
	4.4%	15.9%	29.9%	35.7%	14%	(1.051)
2. The last fast-food meal I had was worth the price.	11	19	131	157	46	3.57
	3%	5.2%	36%	43.1%	12.6%	(0.886)
3. My purchasing habit ever been influenced by promotions of fast-food chains on social media.	10	30	73	190	61	3.72
	2.7%	8.2%	20.1%	52.2%	16.8%	(0.932)
4. I always use discount coupons to buy fast-food.	26	50	98	138	52	3.38
	7.1%	13.7%	26.9%	37.9%	14.3%	(1.109)
5. I think it is convenient to buy a meal in fast-food restaurant.	13	32	106	170	43	3.54
	3.6%	8.8%	29.1%	46.7%	11.8%	(0.936)
6. I prefer fast-food over any other meal.	38	86	140	68	32	2.92
	10.4%	23.6%	38.5%	18.7%	8.8%	(1.090)
7. I often consume fast-food on a weekly basis.	64	130	74	64	32	2.64
	17.6%	35.7%	20.3%	17.6%	8.8%	(1.210)

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	22	45	81	158	58	3.51
8. On average, I think more money is spent on regular meals than fast-food per week.						
	6%	12.4%	22.3%	43.4%	15.9%	(1.087)

The result for table above shows the item for Financial Factors 3 (my purchasing habit ever been influenced by promotions of fast-food chains on social media) has the greatest mean score (M= 3.72, SD= 0.932). The item for Financial Factors 7 (I often consume fast-food on a weekly basis) has the smallest mean score (M= 2.64, SD= 1.210).

4.2.2.9 Knowledge About Fast-Food Impacts

The table below provides an analysis of the responses' frequency, percentage, mean score, and standard deviation based on questions about knowledge about fast food impacts (N = 364).

Table 4.11: The Feedback of Respondents on the Items in Knowledge About Fast-Food

Impacts

Statements	1	2	3	4	5	Mean (SD)
1. I think fast-food is not good for health.	5	6	27	103	223	4.46
	1.4%	1.6%	7.4%	28.3%	61.3%	(0.814)
2. I think fast-food can provide all vital nutrients.	80	158	77	31	18	2.31
	22%	43.4%	21.2%	8.5%	4.9%	(1.060)

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3. I think fast-food has a lot of salt.	2	8	48	191	115	4.12
	0.5%	2.2%	13.2%	52.5%	31.6%	(0.756)
4. I think fast-food has a lot of fat.	2	9	54	196	103	4.07
	0.5%	2.5%	14.8%	53.8%	28.3%	(0.759)
5. I think that consuming fast-food will make me fat.	5	16	50	159	134	4.10
	1.4%	4.4%	13.7%	43.7%	36.8%	(0.893)
6. For me, eating fast-food frequently is likely to result in weight gain.	5	13	41	119	186	4.29
	1.4%	3.6%	11.3%	32.7%	51.1%	(0.900)
7. I believe that consuming fast-food too often can lead to obesity.	4	11	31	126	192	4.35
	1.1%	3%	8.5%	34.6%	52.7%	(0.844)
8. I think fast-food has a lot of calories.	4	5	32	128	195	4.39
	1.1%	1.4%	8.8%	35.2%	53.6%	(0.793)

The Knowledge About Fast-Food Impacts 1 item, "I think fast food is not good for health," got the highest mean score (M= 4.46, SD= 0.814), according to the results in the table above. The knowledge about fast food impacts item with the lowest mean score (M=2.31, SD=1.060) is "I think fast food can provide all vital nutrients."

4.2.2.10 Physical Activities

The information from the respondents' frequency, percentage, mean score, and standard deviation related to physical activity questions is interpreted in the table below (N = 364).

Table 4.12: The Feedback of Respondents on the Items in Physical Activities

Statements	1	2	3	4	5	Mean (SD)
1. Consuming fast-food causes physical activity to be impaired.	6	18	63	188	89	3.92
	1.6%	4.9%	17.3%	51.6%	24.5%	(0.872)
2. I do exercise three times a week.	9	59	171	74	51	3.27
	2.5%	16.2%	47%	20.3%	14%	(0.976)
3. Physical activity can reduce chronic diseases.	0	4	33	186	141	4.27
	0%	1.1%	9.1%	51.1%	38.7%	(0.669)
4. I work out and exercise to keep myself healthy.	3	8	51	133	169	4.26
	0.8%	2.2%	14%	36.5%	46.4%	(0.839)
5. Eating fast-food can reduce my ability to do physical activity.	7	22	126	143	66	3.66
	1.9%	6%	34.6%	39.3%	18.1%	(0.909)
6. I realize that physical activity is important in everyday life.	0	5	27	121	211	4.48
	0%	1.4%	7.4%	33.2%	58%	(0.694)
7. Eating fast-food can harm your health.	2	5	31	185	141	4.26
	0.5%	1.4%	8.5%	50.8%	38.7%	(0.715)

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8. Physical activity can control us	3	8	92	168	93	3.93
from consuming fast-food.	0.8%	2.2%	25.3%	46.2%	25.5%	(0.817)

The result for table above shows the item for Physical Activities 6 (I realize that physical activity is important in everyday life) has the greatest mean score (M= 4.48, SD= 0.694). The item for Physical Activities 2 (I do exercise three times a week) has the smallest mean score (M= 3.27, SD= 0.976).

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4.3 RESULT OF RELIABILITY TEST

The reliability of the surveys is assessed using reliability analysis. Cronbach's Alpha was examined to ensure the consistency and quality of the data. According to Hair et al. (2007), the table showed the Cronbach's Alpha coefficient size rules of thumb.

Table 4.19 displays the overall consistency (pilot test) for the independent and dependent variables. Before being made available to 364 people via an online survey, the poll was piloted with 30 participants.

Figure 4.1: Rules of Thumb Cronbach's Alpha coefficient size

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Source: Hair et al. (2007)

Table 4.13: Reliability statistic for All Variable nalysis.

Reliability Statistic	
Cronbach's Alpha	N of Elements
0.867	40

The reliability analysis results for all variables are shown in Table 4.13. Cronbach's Alpha is equal to 0.867. As a result, the question is very good for research, and the results shown can be accepted in the study.

Table 4.14: Reliability statistic for Fast Food Consumption.

Reliability Statistic	
Cronbach's Alpha	N of Elements
0.827	8

The students at the Universiti Malaysia Kelantan City Campus were asked eight (8) questions about factors influencing fast food consumption. Table 4.14 shows that the Cronbach's Alpha for the question in this section (0.827) was excellent. The results for the questions in the fast-food consumption variable were therefore reliable.

Table 4.15: Reliability Statistic for Time Management.

Reliability Statistic	
Cronbach's Alpha	N of Elements
0.762	8

The factors influencing fast food consumption among students at the Universiti Malaysia Kelantan City Campus in terms of time management were evaluated using eight (8) questions. Based on Table 4.15 in this section, the Cronbach's Alpha coefficient is 0.762, which is regarded as favourable. As a result, the time management question coefficients are accurate.

Table 4.16: Reliability statistic for Financial Factors.

Reliability Statistic	
Cronbach's Alpha	N of Elements
0.903	8

Table 4.16 also demonstrates the use of eight questions to evaluate the variables influencing the financial factors of fast-food consumption among students at the Universiti Malaysia Kelantan, City Campus. For the questions in this area, the Cronbach's Alpha is outstanding (0.903). As a result, the coefficients produced for the questions involving the financial element variable are accurate.

Table 4.17: Reliability statistic for Knowledge about fast-food impacts.

Reliability Statistic	
Cronbach's Alpha	N of Elements
0.758	8

Table 4.17 shows that eight questions were used to evaluate how fast-food consumption affects students' knowledge about fast food impacts at the Universiti Malaysia Kelantan City Campus, and the Cronbach's Alpha scores (0.758) are adequate. As a result, the coefficient found for this food-related issue is also reliable.

Table 4.18: Reliability statistic for Physical Activity.

Reliability Statistic	
Cronbach's Alpha	N of Elements
0.609	8

Table 4.18 presents the results of the reliability study for the physical activity components influencing fast food consumption among students at the Universiti Malaysia Kelantan City Campus. The Cronbach's Alpha score is 0.609, indicating that the questions are moderately trustworthy for the research.

Table 4.19: Reliability statistic for the dependent variable (DV) and independent variables (IV).

Variable	N	Number of Items	Cronbach's Alpha
All Variables	364	40	0.867
Fast-Food Consumption	364	8	0.827
Time Management	364	8	0.762
Financial factors	364	8	0.903
Knowledge about fast-food	364	8	0.758
impacts	364	8	0.609
Physical Activity			

The questionnaire is very reliable, and more research can be done because the Cronbach's Alpha charge for the variable in Table 4.19 is larger than 0.7. This questionnaire has been approved for this study because its general dependability has shown that responders understand the questions well. The results of all variables have a

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high correlation, and current practise indicates that a larger reliability coefficient is preferred (Douglas & Thomas, 2016).

4.3.1 Results of Pearson Correlation Analysis

Table 4.20 shows the result of Pearson Correlation Analysis based on the hypothesis.

Table 4.20: Pearson Correlation Analysis

Predictors	Pearson Correlation	P-Value
Time Management	.662**	.000
Financial Factors	.694**	.000
Knowledge about Fast-Food Impacts	.151**	.004
Physical Activities	.089	.089

Table 4.20 shows the result of Pearson correlation analysis in order to see the relationship of each predictor with fast-food consumption. According to the results, there are three factors (time management, financial factors and knowledge about fast-food impacts) have positive significant relationship with fast-food consumption since p-value is less than 0.05. While, there is no significant relationship between physical activities and fast-food consumption since p-value more than 0.05. The Pearson correlation value of time management (r = 0.662) and financial factors (0.694) indicates the positive moderate relationship with fast-food consumption while, there is a very weak relationship between knowledge about fast-food (r =0.151) and fast-food consumption.

Therefore, the study will perform the Multiple Linear Regression (MLR) to test the hypothesis testing.

Table 4.21: Multiple Linear Regression Analysis

R	R Square	ANOVA	
		F	**P-Value**
0.765	0.585	126.299	0.000

In multiple linear regression analysis, the interpretation based on R-square and result of ANOVA. All predictors variable explained 58.5% of the total variation in fast-food consumption. Based on result of ANOVA, the study indicates that the model is significant since F value (126.299) is associated with a p-value of $0.000 < 0.05$ and its obtain that the model fit the data well.
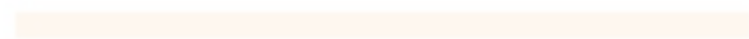
Table 4.22: Hypothesis Testing

Hypothesis	Coefficients	P-Value	Result (Supported/ Not Supported)
H$_1$: There is a significant influence of time management on fast-food consumption among students at Universiti Malaysia Kelantan, City Campus.	0.315	0.000	H$_1$ is supported
H$_2$: There is a significant influence of financial factors on fast-food consumption among students at Universiti Malaysia Kelantan, City Campus.	0.403	0.000	H$_2$ is supported
H$_3$: There is a significant influence of knowledge about fast-food impacts on fast-food consumption among students at Universiti Malaysia Kelantan, City Campus.	0.080	0.101	H$_3$ is not supported
H$_4$: There is a significant influence of physical activities on fast-food consumption among students at Universiti Malaysia Kelantan, City Campus.	0.074	0.161	H$_4$ is not supported

Based on multiple regression analysis by using enter method, the study obtained that the significant influencing factors on fast-food consumption are time management (p-value < 0.05) and financial factors (p-value < 0.05). While, there is no significant
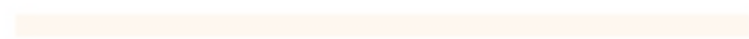
influence of knowledge about fast-food and physical activities on eating habits among students since p-value > 0.05.

4.4 DISCUSSION BASED ON RESEARCH OBJECTIVES

Probability values, commonly referred to as p-values, are used in hypothesis testing to show whether an alternative hypothesis is accepted or rejected. The alternative hypothesis is accepted and the test is significant if the p-value is less than or equal to the significance level, also known as the alpha value (0.05). The null hypothesis will be disregarded if the p-value is equal to or less than 0.05 because each hypothesis has been examined at a 95% level. In other words, variables that are variable and variables that are not variable have a substantial link. The alternative theory is ruled out if the p value exceeds 0.05. Since there was no observable difference between the converted and untransformed values, the test was not significant.

The purpose of the discussion is to clarify the relationship between fast-food consumption and time management, financial factors, knowledge about fast-food impacts, and physical activity among students at Universiti Malaysia Kelantan, City Campus. According to the data, there is a substantial correlation between the dependent variable of fast-food consumption and the independent variables of time management, financial factors, knowledge about fast food impacts, and physical activity. The earlier research discovered a substantial link between fast food intake and time management, financial factors, knowledge about fast food impacts, and physical activity.

According to the Pearson correlation value, the financial factor has a stronger correlation than time management, knowledge about fast-food impacts, and physical activity, while physical activity has the weakest correlation, as shown by a correlation of (0.903>0.762>0.758>0.609).

4.6 SUMMARY

The data collected for this study demonstrates the variables affecting fast food intake among University of Malaysia Kelantan City Campus students. 364 respondents have participated in this survey. The three faculties at Universiti Malaysia Kelantan's City Campus provided the responses. Ages of the responders range from 18 to 25. The results indicate that respondents were mostly Malay students and that women made up a large number of participants. Third-year students with degree-level education make up the bulk of respondents.

According to the tested hypothesis, students at Universiti Malaysia Kelantan's City Campus had a substantial association between time management, financial factors, knowledge about fast-food impacts, and physical activity and fast-food consumption. No factors have been identified that do not significantly affect the relationships between these four independent variables. The discussion of the conclusions, ideas, and proposals based on this study will be covered in the following and last chapter, Chapter 5.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

The study's objectives are to identify the factors (time management, financial factors, knowledge about fast food impacts and physical activity) that influence the fast food consumption by students at the Universiti Malaysia Kelantan, City Campus. The information for this study was gathered by questionnaires, and it includes both variables. Each dependent and independent variable has eight questions available.

The data were examined using SPSS (Statistical Package for the Social Sciences) version 28. Descriptive analysis and Pearson correlation analysis were used to develop the study's hypothesis. The previous chapter gave an overview of the study's findings. The discussion of the study's conclusions, restrictions, and suggestions will be covered in this chapter. The three components of the quantitative study of the findings in chapter four are covered in this chapter. The results that support the analysis's principal goal are explored and highlighted in the first part.
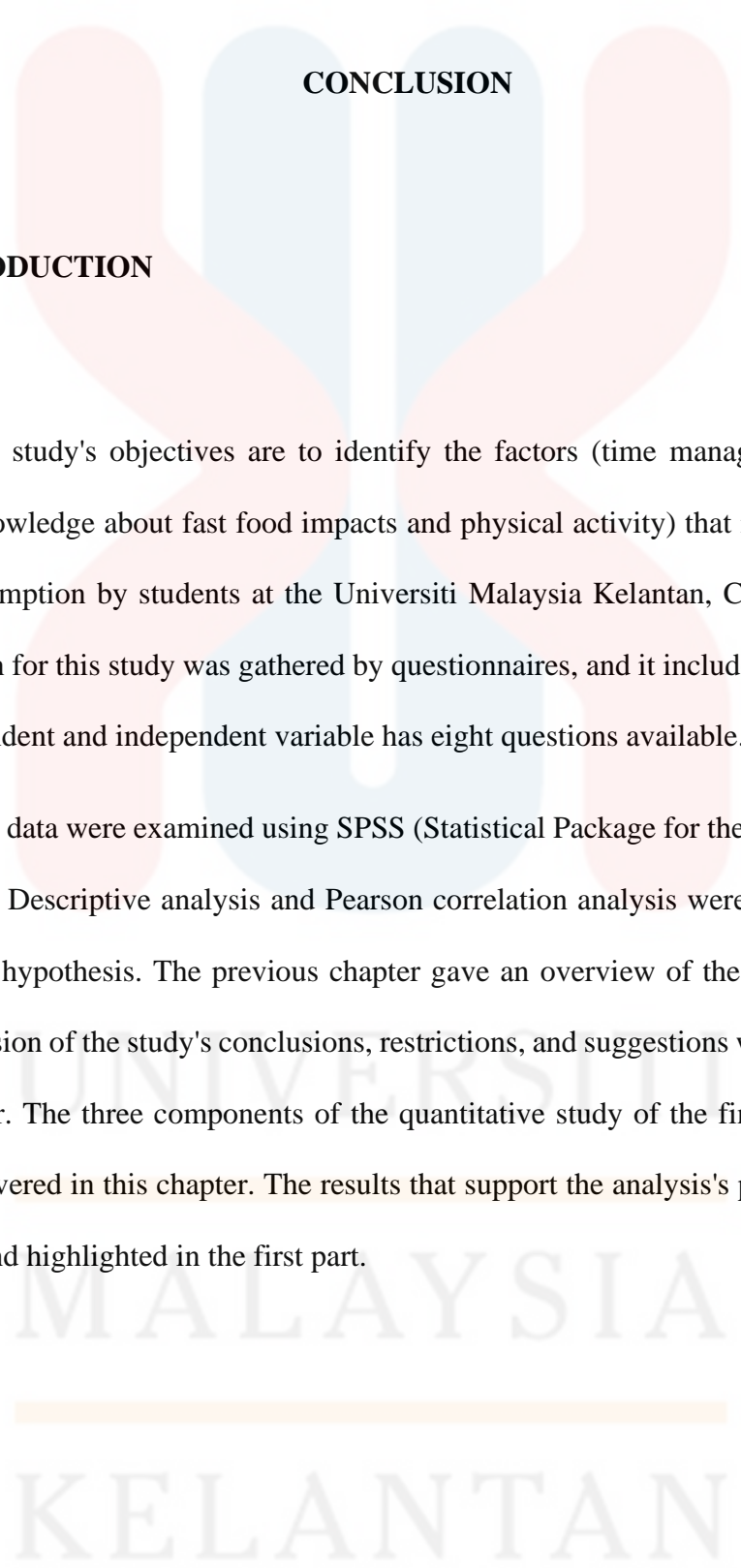
The research objectives are as follows:

1. To examine the influence of time management on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus.

2. To examine the influence of financial factors on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus.

3. To examine the influence of knowledge about fast-food impacts on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus.

4. To examine the influencee of physical activities on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus.

The following research questions will be developed in order to fulfill research objectives:

1. Is there any significant influence of time management on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus?

2. Is there any significant influence of financial factors on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus?

3. Is there any significant influence of knowledge about fast-food impacts on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus?

4. Is there any significant influence of physical activities on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus?

5.2 RECAPITULATION OF THE FINDINGS

The study's main conclusions are outlined in this chapter, and the previous chapter mentioned the investigation's goals. An overview of the results based on the study's goals is provided below:

5.2.1 Discussion Based on Research Objective (Summary for Hypothesis Testing)

The study's conclusions show a substantial correlation between fast food intake and physical activity among students at Universiti Malaysia Kelantan's City Campus. The study's conclusions state that H1 is valid due to the moderate correlation coefficient of 0.609 and the little p value of 0.001.

Each individual's mentality influences their consumption of fast-food. Individual factors in fresh food intake showed a moderate correlation when Pearson's correlation was used. University students are in grave danger as a result of their habit of consuming fast-food, which both facilitates and provides pleasure (Sayuti et al., 2020). It demonstrates how students who lack food knowledge will have an impact on their bodies. Fast-food consumption must be monitored carefully to ensure that no student is at risk of contracting dangerous diseases such as obesity, high blood pressure, diabetes, and others. Students stated that when they are in a hurry, especially if they have a lot of tasks to complete, they prefer to eat fast-food. This is due to the fact that it allows them to complete their tasks more quickly and efficiently. Students also typically eat in a hurry and without regard for the nutritional value of the food. This negative attitude will have an impact on student performance. Cooking your own healthy food is one of the best ways to reduce your consumption of fast-food. This is because students are knowledgeable

about the best ingredients, how clean the dishes are, and the calibre of the meal they take and eat.

The study's conclusions show a strong correlation between fast food consumption and financial factors among students at Universiti Malaysia Kelantan's City Campus. The study's conclusions state that H2 is valid because it has a strong correlation coefficient of 0.903 and a p value of 0.001.

According to this study, despite the quality of the food, some students from high-income families prefer expensive food, while the majority of students from low-income families prefer cheap food. One of the factors that contributes to the consumption of fast-food is the individual's position or place of residence, which is close to a grocery store that sells it or is simple to prepare and does not require much time. Because of the university's proximity to fast food establishments, students are less likely to eat breakfast, manage their diets poorly, and consume a lot of fast-food. The cost of goods and food, as well as individual budgets, have an impact on how much fast-food is consumed (Karunanayake et al., 2020).

The results of the study show a strong relationship between fast food consumption and physical activity among health students at the City Campus of Universiti Malaysia Kelantan. According to the study's findings, the H4 hypothesis is supported by a moderate correlation coefficient of 0.609 and a p value of 0.001.

In addition to being more likely to take supplements and having a lower subjective health status than men, women are more health-literate than men in terms of making better food choices and engaging in more physical activity (Huang et al., 2020). A healthy lifestyle requires exercise, especially for a student.

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5.2.2 Discussion on Objective 1

Table 5.1: Discussion on objective 1 (Time Management)

Research objective 1	**To examine the influence of time management on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus.**
Research question 1	Is there any significant influence of time management on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus?
Hypothesis 1	There is a significant influence of time management on fast-food consumption among students at Universiti Malaysia Kelantan, City Campus.

The primary objective of this study, as indicated in Chapter 1, is to examine the influence of time management on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus. The findings of the data analysis presented in Chapter 4 show that time management affects the amount of fast-food consumption. Participants are encouraged to return to the study by the first independent variable. H1's reflection is shown by the results of the correlation between the independent and dependent variables. The majority of respondents think the average time management score is good.

5.2.3 Discussion on Objective 2

Table 5.2: Discussion on objective 2 (Financial Factors)

Research objective 2	**To examine the influence of financial factors on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus.**
Research question 2	Is there any significant influence of financial factors on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus?
Hypothesis 2	There is a significant influence of financial factors on fast-food consumption among students at Universiti Malaysia Kelantan, City Campus.

The aim of the second study is to examine the influence of financial factors on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus. The information gathered in Chapter 4 demonstrates the dependability and excellence of the second independent variable, the financial aspect. The correlation between the independent and dependent variables yields data that support H2. Comparing time management, knowledge of fast food, and physical activity, the majority of respondents thought that financial factors had the biggest association.

5.2.3 Discussion on Objective 3

Table 5.3: Discussion on objective 3 (Knowledge About Fast-Food Impacts)

Research objective 3	**To investigate the influence of knowledge about fast-food impacts on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus.**
Research question 3	Is there any significant influence of knowledge about fast-food impacts on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus?
Hypothesis 3	There is a significant influence of knowledge about fast-food impacts on fast-food consumption among students at Universiti Malaysia Kelantan, City Campus.

The third hypothesis (H3) suggests that among students at Universiti Malaysia Kelantan, City Campus, knowledge and fast-food intake are positively correlated. With $r = 0.758$, $p > 0.01$, the Pearson Correlation Analysis in Chapter 4 indicates that knowledge of fast food is thought to have a favourable link between the independent variable and the dependent variable of fast-food consumption. The perceived knowledge and intake of fast food are strongly positively correlated, according to Pearson's correlation coefficient. Therefore, the third hypothesis was approved for this investigation. The goal of the study was to investigate the influence of knowledge about fast-food impacts on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus. This research has addressed that goal.

5.2.4 Discussion on Objective 4

Table 5.4: Discussion on objective 4 (Physical Activity)

Research objective 4	**To examine the influence of physical activities on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus.**
Research question 4	Is there any significant influence of physical activities on fast-food consumption among students in Universiti Malaysia Kelantan, City Campus?
Hypothesis 4	There is a significant influence of physical activities caused by fast-food consumption among students at Universiti Malaysia Kelantan, City Campus.

In the fourth study, University of Malaysia Kelantan, City Campus students' fast-food consumption and physical activity are compared. It seems that fast food consumption and physical activity have a moderately beneficial link among students at Universiti Malaysia Kelantan, City Campus. The results of the Pearson's Correlation Analysis in Chapter 4 show that the subjective norm, the independent variable number 2, and the dependent variable, the consumption of fast food, have a moderately positive relationship with $r = 0.603$ and $p > 0.01$, respectively. The fourth independent variable, which motivates participants to participate in further research, is reflected in the results of the link between the independent and dependent variables. The ability to perform daily tasks better, maintain a healthy body weight, and enhance cognitive health can all be benefited from physical activity.

5.3 LIMITATIONS

Through the completion of this research, we went through a valuable and enjoyable experience. However, certain limitations must be accepted in order for the research process to proceed successfully. The first limitation is that some respondents were unfamiliar with the questionnaire and what was asked. As a result, the researcher must explain the questionnaire and the questions that have been presented.

In addition, some respondents refused to respond to the questionnaire. It is because they do not want to express their opinions or information regarding the consumption of fast-food. They don't want to spend their time filling out the questionnaire because it will be meaningless. Finally, the researcher encountered difficulties in trying to gather responses from the Universiti Malaysia Kelantan students. This makes it challenging for researchers to collect accurate survey data. Respondents were limited to providing their responses online due to COVID-19. As a result, waiting for a sufficient number of respondents is more complicated than face-to-face. The questionnaires we distributed through WhatsApp groups and other social media platforms were largely skipped and ignored.

In conclusion, it is difficult to carry out this questionnaire perfectly. All participants in the group as well as the respondents must be committed as well. If everyone in the group cooperates and takes responsibility for their part, the task will go more smoothly.

5.4 RECOMMENDATIONS

The researcher will offer some advice in this section that will be useful for future research. The goal of doing this is to guarantee that research in the future produces higher-quality findings.

First and foremost is to expand the target demographic in future studies to include wellness students in years 2 and 4. This would help provide the best results. This is due to the fact that the students are already educated on nutrition, knowledge about fast-food impacts, and the effect of physical activities on fast-food consumption. Future studies may benefit from it in order to get more effective results.

Furthermore, the researchers respond to the questionnaires using a range of survey approaches. For instance, the researchers can employ telephone surveys and in-person personal interviews to get the fastest response from the respondents. If the respondents have any difficulties comprehending the study, they will find it easy to ask questions and get prompt responses via personal interviews and telephone surveys. If various surveying techniques are applied, the results will also be more accurate and valuable.

Last but not least, multilingual questionnaires that cover languages like Mandarin and Tamil should also be used in future studies. This is due to the fact that the questionnaire's primary languages were simply English and Malay. The questionnaire's multilingual capacity may make it simpler to understand and less stressful to respond for respondents with different ethnic and linguistic origins. As a result, the outcomes will be more reliable and effective. The use of different languages is therefore highly beneficial for providing accurate answers to the inquiry.

By following these recommendations, future research on fast-food consumption among students can provide a more comprehensive understanding of the factors that influence this behavior. This information can then be used to develop more effective interventions to help students make healthier food choices.

5.5 SUMMARY

The study examines variables that influence students at Universiti Malaysia Kelantan's City Campus to consume fast food. Time management, financial factors, knowledge about fast food impacts and physical activity are independent variables. These factors affect the dependent variable, which is the fast-food consumption. The three independent variables and the dependent variable have a significant connection.

Additionally, the data were examined using SPSS version 28 software, which is part of the Statistical Package for Social Science. The study discovered a moderately favourable significant link between fast food consumption and time management and financial factors. The association between fast food consumption and knowledge about fast food impacts is not very strong. Therefore, there is no meaningful connection between engaging in physical activity and fast-food consumption. Additionally, the MLR results show that only two variables, time management and financial factors, had a substantial impact on fast food consumption, but knowledge about fast food impacts and physical activity had no significant impact.

This research was limited due to lack of interest in the questionnaire, lack of understanding and also having problems gaining access to FKP and FPV students at Universiti Malaysia Kelantan, City Campus. The suggested study will be valuable in future research because it includes enlarging the population targeted, employing new survey methodologies, and using several languages.

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APPENDICES

APPENDIX A: FACTORS INFLUENCING FAST FOOD CONSUMPTION AMONG STUDENTS IN UNIVERSITI MALAYSIA KELANTAN, CITY CAMPUS.

Assalamualaikum and greeting.
Assalamualaikum dan salam sejahtera.

Dear respondents,
Responden yang dihormati,

We are students from Bachelor of Entrepreneurship (Wellness) with Honors at Universiti Malaysia Kelantan. As a partial fulfilment for completing our final year project, we are now conducting a pilot test survey for research entitled: **FACTORS INFLUENCING FAST FOOD COMSUMPTION AMONG STUDENTS IN UNIVERSITI MALAYSIA KELANTAN, CITY CAMPUS**. This questionnaire would take a few minutes of your valuable time to complete. Thank you for your time and effort in helping us with our research.

Kami merupakan pelajar Ijazah Sarjana Muda Keusahawanan (Kesejahteraan) dengan Kepujian di Universiti Malaysia Kelantan. Sebagai pemenuhan separa untuk menyelesaikan projek tahun akhir kami, kami kini sedang menjalankan kajian rintis untuk penyelidikan bertajuk: FAKTOR YANG MEMPENGARUHI PENGAMBILAN MAKANAN SEGERA DALAM KALANGAN PELAJAR UNIVERSITI MALAYSIA KELANTAN, KAMPUS KOTA. Soal selidik ini akan mengambil masa beberapa minit masa berharga anda untuk diselesaikan. Terima kasih atas masa dan usaha anda dalam membantu kami dengan penyelidikan kami.

Regards,
Sekian,

NUR AMIERA ADILA BINTI MOHAMAD ROZAMAN,
NUR AMISYA FARHAH BINTI MUHAMAD HATTA,
NUR HANI BALQIS BINTI MOHD RAFI,
WIDAD BINTI MUHAMMAD SUFFIAN.

PART A: DEMOGRAPHIC DETAILS / MAKLUMAT DEMOGRAFI

INSTRUCTIONS: Please indicate an empty place on your chosen answer.

ARAHAN: *Sila tandakan tempat kosong pada jawapan pilihan anda.*

Gender / Jantina

- o Male / Lelaki
- o Female / Perempuan

Age / Umur

- o Others: _____

Race / Bangsa

- o Malay / Melayu
- o Chinese / Cina
- o Indian / India
- o Other: _____

Religion / Agama

- o Muslim / Islam
- o Christian / Kristian
- o Buddha / Budha
- o Hindu / Hindu
- o Other: _____

Educational Level / Tahap Pendidikan

- o Sijil Pelajaran Malaysia
- o Diploma
- o Ijazah Sarjana Muda
- o Others: _____

Years of Study / Tahun Pengajian

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

Faculty / Fakulti

- o FHPK
- o FKP
- o FPV

PART B: FAST FOOD CONSUMPTION / PENGAMBILAN MAKANAN SEGERA

Please read the statement and mark at score scale 1,2,3,4,5 which describe your situation.
There is no right or wrong.

Sila baca kenyataan dan tandakan pada skala markah 1,2,3,4,5 yang menggambarkan keadaan anda.
Tidak ada jawapan yang betul atau salah.

The scoring scale is as follows. *Skala markah adalah seperti berikut*:

Likert Scale:

- 1 - Strongly disagree / Sangat tidak setuju
- 2 - Disagree / Tidak setuju
- 3 - Neutral / Natural
- 4 - Agree / Setuju
- 5 - Strongly agree / Sangat setuju

QUESTIONS / SOALAN	STRONGLY DISAGREE / SANGAT TIDAK SETUJU	DISAGREE / TIDAK SETUJU	NEUTRAL / NATURAL	AGREE / SETUJU	STRONGLY AGREE / SANGAT SETUJU
Fast food tastes good. *Makanan segera rasanya sedap.*					
I get good value for money when I buy a fast food 'packaged meal deal'. *Saya mendapati nilai yang baik untuk wang apabilasaya membeli makanan segera 'tawaran makanan berbungkus'.*					
I feel satisfied after eating fast food. *Saya berasa puas selepas makan makanan segera.*					
I am able to treat/reward myself with fast food. *Saya mampu belanja/menghargai*					

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diri saya dengan makanan segeraa.					
Eating fast food frequently saves my time. *Makan makanan segera terlalu kerap menjimatkan masa saya.*					
Eating fast food frequently is good for my health. *Makan makanan segera terlalu kerap adalah baik untuk kesihatan saya.*					
Eating fast food frequently encourages an inactive lifestyle. *Makan makanan segera dengan kerap menggalakkan gaya hidup tidak sihat.*					
Eating fast food frequently is very convenient for me. *Makan makanan segera dengan kerap adalah sangat memudahkan saya.*					

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PART C (i): TIME MANAGEMENT / PENGURUSAN MASA

Please read the statement and mark at score scale 1,2,3,4,5 which describe your situation.
There is no right or wrong.

Sila baca kenyataan dan tandakan pada skala markah 1,2,3,4,5 yang menggambarkan keadaan anda.
Tidak ada jawapan yang betul atau salah.

The scoring scale is as follows. *Skala markah adalah seperti berikut*:

Likert Scale:

- 1 - Strongly disagree / Sangat tidak setuju
- 2 - Disagree / Tidak setuju
- 3 - Neutral / Natural
- 4 - Agree / Setuju
- 5 - Strongly agree / Sangat setuju

QUESTIONS / SOALAN	STRONGLY DISAGREE / SANGAT TIDAK SETUJU	DISAGREE / TIDAK SETUJU	NEUTRAL / NATURAL	AGREE / SETUJU	STRONGLY AGREE / SANGAT SETUJU
I am too busy to eat healthy foods. *Saya terlalu sibuk untuk makan makanan yang sihat.*					
I am too rushed in the morning to eat a healthy breakfast. *Saya terlalu tergesa-gesa pada waktu pagi untuk mengambil sarapan yang sihat.*					
I don't have time to think about eating healthy. *Saya tidak mempunyai masa untuk berfikir tentang pemakanan yang sihat*					
Eating healthy meals just takes too much time.					

Makan makanan yang sihat, hanya mengambil masa terlalu banyak.		85			
It is hard to find time to sit down and eat a meal. *Sukar untuk mencari masa untuk duduk dan makan.*					
I tend to "eat on the run". *Saya cenderung untuk "makan sambal berlari".*					
Regular meals are important to me. *Makanan biasa adalah penting bagi saya.*					
I eat meals at about the same time every day. *Saya makan pada masa yang sama setiap hari.*					

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PART C (ii): FINANCIAL FACTORS / FAKTOR KEWANGAN

Please read the statement and mark at score scale 1,2,3,4,5 which describe your situation.
There is no right or wrong.

Sila baca kenyataan dan tandakan pada skala markah 1,2,3,4,5 yang menggambarkan keadaan anda.
Tidak ada jawapan yang betul atau salah.

The scoring scale is as follows. *Skala markah adalah seperti berikut*:

Likert Scale:

- 1 - Strongly disagree / Sangat tidak setuju
- 2 - Disagree / Tidak setuju
- 3 - Neutral / Natural
- 4 - Agree / Setuju
- 5 - Strongly agree / Sangat setuju

QUESTIONS / SOALAN	STRONGLY DISAGREE / SANGAT TIDAK SETUJU	DISAGREE / TIDAK SETUJU	NEUTRAL / NATURAL	AGREE / SETUJU	STRONGLY AGREE / SANGAT SETUJU
I feel fast food is cheaper than regular food items. *Saya rasa makanan segera lebih murah daripada makanan biasa.*					
The last fast-food meal I had was worth the price. *Hidangan makanan segera terakhir yang saya miliki adalah berbaloi dengan harganya.*					
My purchasing habit has been influenced by promotions of fast-food chains on social media. *Tabiat pembelian saya pernah dipengaruhi oleh promosi*					

rangkaian makanan segera di media sosial.					
		87			

PART C (iii): KNOWLEDGE ABOUT FAST FOOD IMPACTS / PENGETAHUAN TENTANG KESAN MAKANAN SEGERA

Please read the statement and mark at score scale 1,2,3,4,5 which describe your situation.
There is no right or wrong.

Sila baca kenyataan dan tandakan pada skala markah 1,2,3,4,5 yang menggambarkan keadaan anda.
Tidak ada jawapan yang betul atau salah.

The scoring scale is as follows. *Skala markah adalah seperti berikut*:

Likert Scale:

- 1 - Strongly disagree / Sangat tidak setuju
- 2 - Disagree / Tidak setuju
- 3 - Neutral / Natural
- 4 - Agree / Setuju
- 5 - Strongly agree / Sangat setuju

QUESTIONS / SOALAN	STRONGLY DISAGREE / SANGAT TIDAK SETUJU	DISAGREE / TIDAK SETUJU	NEUTRAL / NATURAL	AGREE / SETUJU	STRONGLY AGREE / SANGAT SETUJU
I think fast food is not good for health. *Saya rasa makanan segera tidak bagus untuk kesihatan.*					
I think fast food can provide all vital nutrients. *Saya rasa makanan segera boleh membekalkan semua nutrien penting.*					
I think that fast food has a lot of salt. *Saya rasa makanan segera mempunyai banyak garam.*					
I think that fast food has a lot of fat.					

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Saya rasa makanan segera mempunyai banyak lemak.					
I think that consuming fast food will make me fat. *Saya rasa mengambil makanan segera akan menjadikan saya gemuk.*					
I think that fast food has a lot of calories. *Saya rasa makanan segera mempunya banyak kalori.*					
For me, eating fast food frequently is likely to result in weight gain. *Bagi saya, makan makanan segera terlalu kerap berkemungkinan akan mengakibatkan penambahan berat badan.*					
I believe that consuming fast food too often can lead to obesity. *Saya percaya bahawa pengambilan makanan segera terlalu kerap boleh membawa kepada obesiti.*					

PART C (iv): PHYSICAL ACTIVITY / AKTTIVITI FIZIKAL

Please read the statement and mark at score scale 1,2,3,4,5 which describe your situation.
There is no right or wrong.

Sila baca kenyataan dan tandakan pada skala markah 1,2,3,4,5 yang menggambarkan keadaan anda.
Tidak ada jawapan yang betul atau salah.

The scoring scale is as follows. *Skala markah adalah seperti berikut*:

Likert Scale:

1 - Strongly disagree / Sangat tidak setuju
2 - Disagree / Tidak setuju
3 - Neutral / Natural
4 - Agree / Setuju
5 - Strongly agree / Sangat setuju

QUESTIONS / SOALAN	STRONGLY DISAGREE / SANGAT TIDAK SETUJU	DISAGREE / TIDAK SETUJU	NEUTRAL / NATURAL	AGREE / SETUJU	STRONGLY AGREE / SANGAT SETUJU
Consuming fast food causes physical activity to be impaired. *Pengambilan makanan segera menyebabkan aktiviti fizikal terjejas.*					
I do exercise 3 times a week. *Saya melakukan senaman 3 kali seminggu.*					
Physical activity can reduce weight and reduce chronic diseases. *Aktiviti fizikal boleh menurunkan berat badan dan mengurangkan penyakit kronik.*					

I work out and exercise to keep myself healthy. *Saya bersenam untuk memastikan diri saya sihat.*					
Eating fast food can reduce my ability to do physical activity. *Pengambilan makanan segera mampu mengurangkan kemampuan saya untuk melakukan aktiviti fizikal.*					
I realize that physical activity is important in everyday life. *Saya sedar bahawa aktiviti fizikal adalah penting dalam kehidupan seharian.*					
Eating fast food can harm your health. *Pengambilan makanan segera mampu membahayakan kesihatan diri.*					
Physical activity can control us from consuming fast food. *Aktiviti fizikal boleh mengawal diri kita daripada pengambilan makanan segera*					

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