FACTOR INFLUENCING FAST FOOD CONSUMPTION AMONG HOSPITALITY STUDENT IN UNIVERSITI MALAYSIA KELANTAN

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Bachelor of Entrepreneurship (Hospitality)

A report submitted in partial fulfilment of the requirement for the degree of
Bachelor of Entrepreneurship (Hospitality)

Faculty of Hospitality, Tourism and Wellness

UNIVERSITI MALAYSIA KELANTAN

2021

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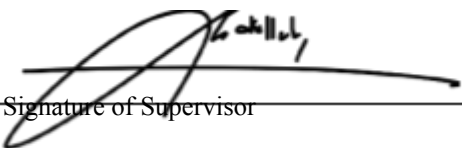
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Abbreviations

GDP	Gross Domestic Product
MCO	Movement Control Order
KFC	Kentucky Fried Chicken
UMK	Universiti Malaysia Kelantan
SOP	Standard Operation Procedure
WHO	World Health Organization
WTTC	World Travel and Tourism Council
SPSS	Statistical Package for the Social Sciences

ABSTRACT

Nowadays, there are changes in consumer trends of eating out and increased the popular choices of fast-food restaurants. The increase of the popularity of fast-food restaurants is because Malaysians adopt and adapt western styles of food style. This demand for fast food is increasing because of convenience, cost, menu, flavour, and taste. In addition to the Malaysian changes in eating trends, this study is focused on the intention of influencing fast food consumption among hospitality students at the Universiti Malaysia Kelantan. The objective of this study is to grasp the eating behavior of University Malaysia Kelantan students towards fast food consumption. As for that, the quantitative methodology is used in this study. Simple random sampling is used as a sampling frame. The total number of 352 respondents was collected and analyzed using the Statistical Package of Social Science (SPSS) version 25. This study's results elucidate there is a positive relationship between the variables taken for this study. The finding from this research is plausibility to engage for the future research.

Keywords: *Fast food, Attitude, Subjective Norms, Perceived Behaviour, Fast Food Consumption*.

ABSTRAK

Pada masa ini terdapat perubahan dalam trend pengguna makan di luar dan peningkatan populariti restoran makanan segera. Peningkatan populariti restoran makanan segera adalah kerana orang Malaysia jelas sekali mengadopsi dan menyesuaikan gaya makanan gaya barat. Permintaan untuk makanan segera meningkat kerana kemudahan tempatan, kos, menu, rasa dan rasa. Sebagai tambahan kepada perubahan trend makan di Malaysia, kajian ini memfokuskan niat untuk mempengaruhi penggunaan makanan segera di kalangan pelajar hospitaliti di Universiti Malaysia Kelantan. Objektif kajian ini adalah untuk memahami tingkah laku pemakanan pelajar Universiti Malaysia Kelantan terhadap pengambilan makanan segera. Untuk itu, metodologi kuantitatif digunakan dalam kajian ini. Persampelan rawak mudah digunakan sebagai kerangka persampelan. Jumlah keseluruhan 352 responden dikumpulkan dan dianalisis menggunakan *Statistical Package of Social Science (SPSS)* versi 25.

Hasil dari kajian ini dijelaskan terdapat hubungan positif antara pemboleh ubah yang diambil untuk kajian ini. Hasil dapatan dari penyelidikan ini adalah logik untuk terlibat dalam penyelidikan masa depan.

Kata kunci: Makanan segera, Sikap, Norma Subjektif, Tingkah Laku yang Dikira, Penggunaan Makanan Segera.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter provides an overview of the study. It begins with the examination of the research background of the study, and follows with the problem statement. Details are then provided of the research purpose and objectives with key research questions and expected outcomes. This chapter provided a brief explanation of the significance of the study. It concludes with an outline of definitions of terms for the remaining sections of the study and a chapter summary.

1.2 BACKGROUND OF STUDY

Basically, Malaysian's practice eating at home. This is because the people in Malaysia practice eating at home cooked by housewives. However, nowadays, especially in urban areas, more people choose to eat out (Ali & Abdullah, 2017). When people in Malaysia choose to eat out, they are exposed to various types of food, one of which is fast food. Fast food is described as meals served fast at a low-cost restaurant with a limited menu of low-cost products, the majority of which are harmful (Labensky

et al. 1997).

According to Farzana Quoquab et al. (2011), Malaysians typically prefer their cuisine over fast food, and most individuals prefer to prepare and eat at home rather than dining out. However, certain changes in consumer patterns increase the appeal of dining outside, and as a result, fast-food restaurants are expanding even faster (French, Story, Fulkerson, & Hannan, 2001).

Due to cultural differences, fast food initially struggled to gain acceptability among Malaysian customers (Habib et al., 2011). As a result, marketers work hard to grasp Malaysian culture. Marketers, for example, may exclude pork from their fast-food menu. Today, the fast-food business has been adapted to Malaysian dietary requirements, and it is widely recognized and well-known throughout the country (Habib et al., 2011).

Fast food is growing in popularity in Malaysia since there is a clear trend among Malaysians to consume western-style foods such as burgers and fried chicken (Pingali, 2006), particularly among students and office employees (Chris, Hazrina, & Asad, 2011). The popularity of fast food is growing due to a variety of variables such as convenience, low cost, menu variety, flavor, and taste (Shah et al., 2014). For example, this may involve a growing middle-class population, shifting consumer interests and preferences, and a shift in lifestyle.

According to Davis (2011)'s research, fast-food consumption becomes increasingly prevalent as earnings rise from low to middle-income levels. Fast food restaurants are more popular among the medium and lower-income groups, according to Morland, Wing, Diez, and Poole (2002). People's consumption of fast food is influenced by increased disposable income (Habib et al., 2011).

Consumer tastes and preferences, on the other hand, vary as a result of factors such as culinary shows, exposure when traveling abroad, and rising cultural and ethnic variety. These elements have widened consumers' interests and inclinations, causing them to join the fast-food business (Richardson & Aguir, 2003).

Furthermore, given today's hectic lifestyle, most individuals would consume fast food during working hours since it is perceived as a time-saving product. Furthermore, according to the survey, consumers nowadays want quick and easy meals (Mark, 1999). Therefore, they do not want to waste time preparing meals or waiting for meals when dining out. As a result, customers place a high value on fast food.

Obviously, American chains have dominated Malaysia's fast-food business (Habib et al., 2011). Kentucky Fried Chicken (KFC), Pizza Hut, Kenny Rogers Roasters, A&W, McDonald's, Burger King, Domino's Pizza, and others are included. These fast-food restaurants have grown in popularity among Malaysians. However, local fast food has a tiny market share when compared to American chains. MarryBrown, the first local fast-food brand, was founded in 1981, while "Ayamas" is the most successful local fast-food brand (Fast Food Consumption Trend in Malaysia, 2008).

From November 2008 to July 2010, the number of fast-food establishments in Malaysia rose by 171. (Lee, 2008). KFC has the most outlets of any brand and consequently leads the fast-food market in Malaysia. As a result, the demand for fast food is increasing, and fast-food outlets appear to be expanding and getting more competitive with time. Fast food outlets have become a popular spot for families, working people, friends to hang out, and even students to revise in Malaysia.

1.3 PROBLEM STATEMENT

Fast food consumption is expanding around the world, in both developing and developed countries. Due to transitions and changes in the dietary habits and people's lifestyles, a rising number of individuals of various ages Fast food consumption is now a regular practice since its popularity has spread among Malaysians, especially hospitality students in UMK in Malaysia, who are inclined toward consuming fast food. Value for money and convenience yielded the strongest associations with fast food consumption in hospitality students in UMK. The most distinctive factors among their fast food products preference comprise scarcity of time, product and service, correct location, and product-quality-price relation. (Song, 2016)

Based on Song (2016), fast food includes fries, pizza, hamburgers, or the kind of food that can be served quickly and prepared at a low price. Even though most consumers know the harm fast food brings to their health, fast-food restaurant customers still visit and order in an endless stream every day. The labels hospitality students in UMK attach to fast food are always additives, obesity, low nutritional value, and high in calories. It is currently common sense that fast food is harmful to body fitness among the students. A study of "Local Concentration of Fast-Food Outlets Is Associated with Poor Nutrition and Obesity" results that habitant are "at higher risk for adverse consequences of poor nutrition due to the patterns in local fast-food availability, may restrain the bonanza of nutrition promotion efforts." (Song, 2016).

Fast-food consumption has become a global phenomenon, especially popular among young adults and adolescents. A study of "Self- Reported Consumption of Fast-Food Meals by University Students" was to investigate daily fast-food intake and student assessments of their weight status compared to measured body mass indices. According to the study, "23% of the students who were obese regarded themselves to be in the healthy weight range, whereas 48% of the students who were overweight perceived themselves to be in the unhealthy weight category." (Song, 2016) The research will examine the factors influencing fast food consumption behaviour on attitudes, subjective norms, and perceived behaviour control among hospitality students in UMK.

1.4 RESEARCH OBJECTIVE

This study aimed to measure the intention of influencing fast food consumption among hospitality students in University Malaysia Kelantan (UMK). The following supporting objectives have been created in order to fulfil the goals of these studies:

1. To identify attitudes of consuming fast food among hospitality students in University Malaysia Kelantan (UMK).
2. To analyze the subjective norms of consuming fast food among hospitality students in University Malaysia Kelantan (UMK).
3. To examine the perceived behaviour of consuming fast food among hospitality students in University Malaysia Kelantan (UMK).

1.5 RESEARCH QUESTION

Due to a study aimed at the intention influencing fast food consumption, it will focus on hospitality students in University Malaysia Kelantan. This study is aimed to explain the factors influencing fast food consumption behaviour. In order to achieve the aimed of these studies, the following research questions were formulated:

1. What is the attitude of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)?

2. What is the subjective norm of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)?

3. What is the perceived behaviour of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)?

1.6 SIGNIFICANT OF STUDY

This research allows the researcher to gain a better understanding of the factor influencing fast food consumption among hospitality fast food consumption among hospitality students in University Malaysia Kelantan (UMK). Fast food has become a favorite food of students because it is easy and quick to serve. Besides, this study also discusses the factor of influencing fast food consumption among hospitality students from the Universiti Malaysia Kelantan (UMK). It is because of the objective study to examine the factor influencing fast food consumption among hospitality students in University Malaysia Kelantan (UMK). Factor influencing food consumption behaviour in attitudes among hospitality students in University Malaysia Kelantan (UMK). There are many factors influencing fast food, which are from attitudes. So. This study examines the factor influencing fast food consumption behaviour on subjective norms among hospitality students in University Malaysia Kelantan (UMK). This study also examined the factor influencing fast food consumption behaviour on perceived behaviour control among hospitality students in University Malaysia Kelantan (UMK).

1.7 DEFINITION OF TERMS

Behaviours

Behavior is what an individual does or says. According to Lewis M.Beaker (2001), any act performed either directly or indirectly, consciously or subconsciously. The activity or response of an item or creature, generally in relation to its surroundings, is referred to as behavior (Umeda, Takeda, Tomiyama and Yoshikawa, 1990).

Lifestyle

A lifestyle is a person's life. The lifestyle is an integrated structure of the attitudes, beliefs, desires, perceptions and behaviour of an individual (Sathish and Rajamohan, 2012). Behaviors and practices in lifestyle are a mixture of habits, common ways of doing things, as well as actions based on logic.

Students Habits

Habits are descriptions of connections between stimulus and response that do not apply to targets and are specifically elicited by environmental states or stimuli or contexts in a way (Robbins and Costa, 2017). As a humorous and formal phrase, a habit or want is a behaviour pattern that is constantly replicated and appears to occurs

This chapter provides an overview of the research. The first chapter describes the study's background, which is followed by a problem statement that outlines the difficulties and the problem statement, which is then followed by research questions and research objectives, and finally the scope of the study. This research also includes definitions of words that we use.

1.8 SUMMARY

Overall, this chapter outlines the overview of this research. Chapter one discusses the background of the study, followed by a problem statement that explains the issues and problem statement and the next is followed by research questions and research objectives then scope of the study. The definitions of terms who we use also have been stated in this study.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The literature review is one of the big steps in the analysis process. The primary goal of a literature review is to impart to readers already completed work, knowledge, and ideas on a well-known research topic. These articles are meant to explain and analyse the research topic. The variable dependent is the measured or evaluated variable in an experiment (Cherry,2019). DV is the variable to be mainly analysed or identified or changed by the researcher. An independent variable (IV) has an effect or influence on the DV. The IV is responsible for the DV variation. The DV is increasing or decreasing with each unit of rise in IV. IV can have a positive or negative effect on the DV.

This chapter will discuss the factor influencing fast food consumption among hospitality students in University Malaysia Kelantan (UMK). Behaviour on attitudes, subjective norms, perceived behaviour control are independent variables while fast food intakes are dependent variables. If we eat fast food frequently, it will affect our body health, economy and social status. This shows how independent and dependent variables are related. The hypothesis of this analysis was outlined in the following way, based on the literature review mentioned, and the research issue.

2.2 LITERATURE REVIEW

2.2.1 ATTITUDES

Majabadi et al. (2016) mentioned in an article that, people noticed that, from their own perspectives, many people tend to consume fast food due to the attitude's aspects of personal, social and family background. This is because there are so many people that eat fast food because of the external environment's factors that influence them rather than their internal needs and desires to eat fast food in their daily life. Most people today are having strong connections with the outside world, that makes them choose fast food rather than healthier food. This can happen because the people mentioned will take fast food whenever they interact with their surroundings, including their colleagues and relatives. For example, they tend to eat fast food when they are spending time with their friends at café or busy parents will just give their children fast food during dinner, due to working commitments that are too much. So, they are more dependent on fast food in fulfilling their meal.

Besides that, Savelli et al. (2017) stated that many young communities including university students are having an attitude in choosing fast food, due to the promotion and price of the fast-food itself. This is due to the reason that many university students need to consider their financial and economic condition when it comes to consuming meals. They will choose food that gives a cheaper price and much easier to be consumed, as they have a lack of time. Therefore, this will cause university students to buy foods that are already prepared and need to be eaten only. To be more specific, they will choose fast food because they do not need to cook the food anymore, as they can eat it on their way to their class. Hence, this will save their time.

Moving to another aspect, Lassen et al. (2016) said that many communities are having an attitude of being selective rather than a woman community in choosing or buying fast food, in their daily life. The reason for this situation is most of male communities are choosing their own food based on the offers and promotions that have been done by the fast- food sellers. They are not just simply choosing the fast food without checking the main ingredients, price as well as the level of healthiness of any fast-food that is intended to be bought. This can be applied when male community will become more careful before purchasing foods, up to asking the details of the fast food itself before they decide whether they want to buy the fast food or not. They do not want to feel frustrated and dissatisfied once they buy fast food. For instance, most of male community tend to choose burgers with beef patties rather than chicken, because of the protein content in both of these types of foods. They are also actually preferring fast food that have much healthier ingredients rather than the one that highlights deliciousness or attractiveness only. Therefore, male community is actually more particular in deciding fast food purchasing than the woman community, up until today.

More than that, ALFaris et al. (2015) found that, girl communities are having an attitude in choosing fast food in terms of the tastes of the foods themselves, along with the beauty of the restaurant's decoration itself. This has happened as many girls are tending to eat fast food rather than healthier food because they want to feel the tastiness of the food itself, as they want to enjoy themselves when it comes to the eating aspect. They feel trapped if they need to eat healthy food frequently as they are attached to many rules as healthy food prohibits many ingredients to be included in preparing the dishes. This can be implemented via most girls who will consume fast food always either during the day or night. They will eat fast food either individually, or with their peers, as they are always hanging out together. To be exact, most girls like to buy

hamburgers and soft drinks for their lunch and dinner. They are also considering the exclusiveness of the restaurant itself, for their comfort. Thus, this will lead to the increase of circumference of the waist.

Moving on, Adam et al. (2016) argued that most university students are having attitudes of choosing fast food due to their lifestyle. This is due to the fact that they are buying fast food with the intention of socializing and interacting with their colleagues and family members. They observe that most of their friends and family are enjoying fast food, compared to eating fruits and vegetables, either in their hostel or home. This can happen by spending their time at a fast-food restaurant always, either to have non-formal conversation or completing their academic's requirement with their classmates, in which it supported the finding previously. For example, they feel that they become closer with their friends and family members when they are eating fast food together, as they can interact directly without preparing the dishes by themselves. Consequently, they still take fast food even though they are aware of the bad effects of fast-food consumption in their daily routine.

Not only that, Brown et al. (2015) discussed that, most adolescents have an attitude of freedom in choosing fast food rather than healthier food, because when they were children, they had been ordered to eat healthy food only by their parents, which limits their choice in consuming many types of foods. Once they are becoming teenagers, they start to think that they should have their meals by their own preference, not depending on their parents' options anymore. This can happen through adolescents having less interest in consuming traditional foods, as this kind of food is served with many natural ingredients and main source. Most of them do not want to eat green foods frequently or every day. For example, they feel ridiculous and awkward when they are buying traditional foods with their friends outside. All in all, this will lead to obesity

among adolescent communities recently.

2.2.2 SUBJECTIVE NORMS

Subjective norms are considered as the belief that an important person or group of people will support and approve a particular behavior. Subjective norms refer to an individual's motivation to follow others' ideas and their perception of social pressure from others to act in a certain way. In previous studies, the influence of subjective norms on attitude was found to be generally stronger than the influence of creating intention. Furthermore, the study of Norris Krueger and his colleagues (Krueger, Reilly, & Carsrud, 2000) indicated that intentions of individuals are not correlated with the subjective norms to influencing fast food consumption behaviors among hospitality students in UMK. In addition, the authors recommend that the measurements be improved and researched further. The inconsistency in the relevance of subjective norms could be due to a variety of factors. Variable stems are a subset of the information included in this variable that is already present in the desirability of performing a specific behaviour. The very poor relationship between intents and subjective norms is one of the most frequently mentioned flaws in the theory of planned behaviour. Icek Ajzen (1991), the inventor of the theory of planned action, demonstrates how personal characteristics have a significant impact on intention (such as perceived behaviour control and attitude).

The narrow conceptualization of subjective norms variables by Armitage and Conner (2001) leads to a weak relationship between intents and normative beliefs. Rivis and Sheeran (2003) suggest that the confirmed correlation between intentions and descriptive norms indicates the potential of this variable's predictive value, which provides a strong incentive for more research in this area. Rivis and Sheeran (2003) propose that the confirmed correlation between intentions and descriptive norms indicates the likelihood of this variable's predictive value, which provides a strong motivation for more research in this area. Descriptive norms represent actual behaviours and activities carried out by others. Rather, social norms are defined as other people's perceptions of how an individual should present themselves. Both of these factors (social norms and descriptive) are included in the subjective norms component, according to the researchers.

Moreover, subjective norms are defined as the notion that the majority of people disapprove or approve of a particular behavior. Subjective norms are linked to a person's beliefs about whether or not important persons and peers believe she or he should participate in the behaviour. Subjective norms refer to the perceived expectations from others that affect a user to behave a particular behavior (Ajzen, 1991) Subjective norms influence another people's opinion on the consumer's behavior. Subjective norms were examined for friends, teachers and family among hospitality students in University Malaysia Kelantan. The subjective norm was calculated by multiplying the normative belief score by the motivation to conform score, which was done separately. While friends, teachers, and family all scored similarly on motivation to comply, normative belief was higher with friends among hospitality students at University Malaysia Kelantan. Therefore, the subjective norm for fast food intake for friends among hospitality students at University Malaysia Kelantan was greater than for teachers or

family. Furthermore, guys were more likely than females to believe that their families would enjoy their fast-food intake ($P < 0.01$). Females had a lower overall subjective norm score than men ($P < 0.05$). as a result of this difference.

2.2.3 PERCEIVED BEHAVIOURS CONTROL

According to Lee JS. (2007), adolescents in their twenties are typically the most frequent consumers of fast food because these foods tend to be simple, affordable and partly inexpensive. According to the findings, today's adolescents consume more fast food than the previous generation (Brownell KD., 2005). In a study conducted by Lee et al., 40.5% of high school students each ate fast food once or twice a month (Seo H-s, Lee S-K, Nam S., 2011). Scully et al. (2015) in a TV show, fast food products were found to be the most frequently marketed products, and advertised as opposed to healthy foods. Snack-inducing advertisements generally result in an increase in food intake right away.

Perceived behavioral control indicates the consumer's level of personal control over what to buy. (Chen, 2017). Fast-food consumption also raises the chance of developing diabetes and metabolic syndrome (Bahadoran et al, 2015). Curtis and Davis (2014) It is also an addictive habit that keeps them from choosing healthy options, such as vegetables, fruits, or salads. As a result, behavioral control can adversely affect the motive for buying fast food. TPB predicts that persons who feel themselves to have more perceived behavioural control will be more likely to buy. TPB estimates that individuals with a greater perceived behavioral control will be more likely to buy (Ajzen, 1991).

Furthermore, Buchanan, L (2018) said a systematic analysis of the impact of digital marketing of unhealthy goods concluded that digital marketing reinforced young people's expectations about these items, as well as their expected and actual use. Advertisement for unhealthy goods on the internet, including product promotion on websites and social media (Montgomery et al., 2012). A large amount of research has confirmed the negative effects of marketing food and beverages commercially through other types of marketing, especially traditional media such as television, on young people (Buchanan et al 2018). Digital marketing of unhealthy foods and beverages can have a greater impact than other types of marketing (Kelly B, 2015).

Furthermore, research have shown that each additional television hour watched leads to increased servings of junk foods, which are heavily marketed on television, as well as a decrease in nearly one vegetable and fruit serving each week (Klepp, K. 2007). Increased consumption of sugary drinks, high in calories foods, and snacks has been linked to watching TV and other on-screen activities in particular (Tremblay, M.S 2011). As a result, marketing proposals have been shown to influence young people's food choices, needs, and consumption. Adolescents are influenced by food ads while watching television, which can have a huge influence on their purchasing decisions (Chandon P, Wansink B., 2012).

2.3 HYPOTHESES

A hypothesis is a theoretical relationship between two or more influences that drive the action of study to evaluate it. A hypothesis is a theory that is supposed to exist that is testable. To test its validity, might be a false or true statement that is tested in the analysis. The hypothesis of the research is to identify the intention influencing fast food consumption among hospitality students in University Malaysia Kelantan (UMK).

Based on the study, the hypotheses had been created and to be tested:

H1: There is a relationship between attitudes and factors to consume fast food among hospitality students in University Malaysia Kelantan (UMK).

H2: The relationship between subjective norms with factors influencing fast food consumption among hospitality students in University Malaysia Kelantan (UMK).

H3: The relationship between perceived behaviour control with factors influencing fast food consumption among hospitality students in University Malaysia Kelantan (UMK).

2.4 CONCEPTUAL FRAMEWORK
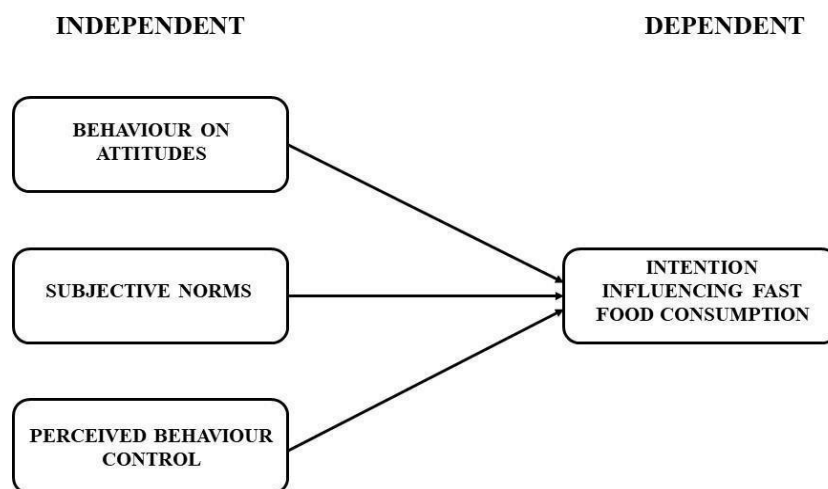
Source by theory of planned behavior (Ajzen 1985)

Figure 2.1: Conceptual Framework of Intention Influencing Fast Food Consumption.

This figure shows a conceptual framework that reflects the synthesis of the literature by the investigator on how to describe a phenomenon. Given his past knowledge of other researchers' points of view and his discoveries on the research subject, it maps out the tasks required during the analysis. According to McGaghie et al., (2001), Based on the issue statement, the conceptual framework "sets the stage" to present the basic study issue that guides the analysis of the inquiry. The problem statement of a thesis gives the meaning and difficulties that prompted the analysis to be carried out by the researcher.

2.5 SUMMARY

This chapter discussed the relevant previous studies on the impact of fast-food intakes. Hence, variables including the independent variables (IV) and dependent variables (DV) are the main in researching. By setting the independent variables (IV) and the dependent variable (DV), the researcher found out that the study brings the factors of influencing fast food consumption among hospitality students in University Malaysia Kelantan (UMK). This chapter includes the research framework. The methodology used is discussed in the next chapter.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter is regarding research methodology. In this chapter, the researchers briefly describe the types of research methods that data collection and completion of the study were used. The researchers also explain how the data to be collected. Next, the information to address the objectives of the study and how questions were collected is presented and analysed. The results that will be taken from the study are one of the aspects that will influence the research method. Finally, this chapter will show the overall mechanisms involved in conducting this study. The target population is also stated in this chapter alongside the sample of the research. Following that, this chapter will also discuss the sampling procedure, instrument, data analysis, descriptive statistics, reliability test, Pearson correlation and then closed with the summary.

3.2 RESEARCH DESIGN

The research design is one of the frameworks that help to plan and conduct research and answer research questions (Rahi, 2017). In this research, the researchers need to collect the data that can be linked to the research problems. On the other side, the researchers can think about the necessary information after they start the investigations.

This research has used a quantitative research approach. The researcher wants to find out and explore the data about the factor influencing fast food consumption behaviours among hospitality students from University Malaysia Kelantan (UMK).

Quantitative research occurs in situations where statistical conclusions must be summarized to gather workable insights. Insights gained from hard digital data and analysis have proven to be more effective in making decisions related to the future of the study. Quantitative research involves numbers, logical positions, and objectives. Quantitative research focuses on data with fixed values and detailed convergence reasoning rather than difference reasoning. Its main feature is that data is usually collected using structured research instruments. The results are based on a bigger sample size representing the population. Quantitative research gave high reliability as this study can usually be repeated. Researchers need to decide on a distinctly defined research question and need to seek objective answers. To collect digital data, researchers use tools such as questionnaires or computer software. The overall purpose of quantitative questions is to classify features and calculate features and models to explain observations.

However, based on quantitative methods, three basic research designs can produce primary data, namely exploratory, descriptive and casual research. The research design that has been chosen is descriptive research. Descriptive research design can help answer the questions about who, what, when, where, and how to relate to a particular research question. Descriptive research cannot conclusively determine the cause. Descriptive research is accustomed to gain information about the current state of the

phenomenon and to describe the "existence" associated with variables or conditions in the context. Hence, researchers want to investigate the factor influencing fast food consumption behaviours, including attitudes, subjective norms, and perceived behaviour control among hospitality students from University Malaysia Kelantan (UMK).

3.3 POPULATION

The population is the source of the whole group of entities, incidents or items that the researcher wants to explore. Therefore, the target population in this research is the hospitality student from University Malaysia Kelantan (UMK). They were selected as the target population because it is easy to approach them due to the way to contact and engage hospitality students from UMK. So, sharing questionnaires using Google forms link to the group is one way to make students answer the question; besides, they can also share it with their friends in other groups. Moreover, the total of hospitality students is good enough for this research because the total of hospitality students from UMK is 352 students, both male and female.

According to Goundar,S.(2021) Population in Research Methodology is defined as a large number of people, organizations, institutions, or events of any kind with general or related characteristics that researchers use to obtain informational data. As stated in the Research Population (2020) article, "The whole body of individuals and objects are said to be the target population for the researchers to generalize conclusions for the research. It is also known as a theoretical population." The purpose of conducting this study was to find out the relationship between students' attitudes, subjective norms and perceived behavioral control with their fast food consumption behavior among hospitality students

from UMK. All the hospitality students in UMK including both males and females are randomly selected as the target population of the study.

UMK is one of the education institutions in Malaysia that gathers people from a variety of ethnicities, cultures and nationalities. This study is made up of students with different genders including both male and female from all around West and East Malaysia and students from international countries such as Thailand and Indonesia. Different attitudes, subjective norms and perceived behaviour control have different fast-food consumption. UMK is one of the education institutions in Malaysia that gathers people from a variety of ethnicities, cultures and nationalities. This study is made up of students of different genders including both male and female from all around Universiti Malaysia Kelantan student's. Different attitudes, subjective norms and perceived behaviour control among both males and females of the hospitality students in UMK have different fast-food consumption.

3.4 SAMPLE SIZE

Sample refers to the population aspect. The sample participants are known as subjects and the number of subjects in the sample is known as the sample size. The size of the sample is generally determined by population. According to Pritha Bhandari (2020), a population is a whole group that wants to draw conclusions and not just refer to a person, it can also be an object, event, organization, country, species, or organism. According to the UMK annual report the total number of students is 8,271 and the Undergraduate students are 755 (UMK Annual Report, 2018). From the table given by Krejeie and Morgan (1970) with the total

number of students is 8,271 in population the suitable sample size is 367 respondents
with a 95% confidence interval.

Table 3.1: 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.

Source by Krejcie and Morgan (1970)

3.5 SAMPLING METHOD

Sampling is the method or procedure by which several individuals from a population are chosen to participate in a study to represent the broader group from which they were chosen (Ogula, 2005). Sampling selection aims to pick a sample in a manner that reflects the population of a region and is impartial. The choice of a questionnaire will impact the ease of access for potential respondents. Therefore, as the basis for estimating or forecasting the prevalence of an uncertain piece of material, condition or effect about the larger population, the method of choosing a few from a larger group. The value of sampling is to save time, save cost and money, and request fewer human resources. (Kumar, R, 2018).

The sampling process is classified into probability sampling and non-probability sampling by population. The sampling of convenience is non-probability sampling. Convenience sampling collects the data available to the researcher from respondents. The researcher would like to explore references from the whole community of entities, activities, or items (Etikan, Musa & Alkassim, 2016). Facility sampling refers to the collection of information from respondents available to provide it, which involves selecting any appropriate group of respondents for use by the researcher. (Kumar et al., 2013).

In the sampling process, the researcher selects several elements from the population as sample subjects. It was chosen based on the sampling procedure determined by the researchers. Thus, each of them has a wide category and a range of techniques for sampling (Kumar et al., 2013).

3.6 DATA COLLECTION PROCEDURE

Data collection is defined using normal validated techniques to obtain, measure, and evaluate correct insight into the analysis (Kumar ,2018). Based on the data collected, the researchers would test their hypothesis. In some cases, the first and most important step for the study, irrespective of the research field, is data collection. Depending on the requirement, the method of selection is different for different fields of science. Based on Kumar (2018), there are two major methods that are quantitative and qualitative to collect the information about a person, situation, phenomenon, and problem. During the research study, the researchers collect the information, but sometimes the information that is being sought is already available and only needs to be extracted.

For this research, data were collected using online questionnaires. The respondents were named anonymously to an anonymous questionnaire. The questionnaire highlights the intent of this research, the study priorities and acknowledges that the respondents' information is confidential.

3.7 RESEARCH INSTRUMENT

Research instruments are described as tools developed by researchers to accomplish their entire goals when conducting their research. Research instruments are designed to assist accumulate data for analysis. Data collection methods can be separated into two which are qualitative and quantitative. Thus, researchers choose the method of collecting quantitative data such as questionnaires. Questionnaires can be viewed as written interviews, which can be done by letter, computer and telephone. (Quad, 2016) It offers a comparatively

effective, cheap and fast way to get a lot of information from a vast number of people. Data can be collected quickly; the questionnaire's implementation did not require a researcher's presence. When interviews are impractical, this is useful for a vast number of people. There are three sections in the questionnaire used for this research.

First and foremost, Section A is about the personal data of the respondents. It requests the demographic segmentation of every respondent. This basic information allows researchers to understand quickly about the respondents. Demographic information includes gender, age, race and marital status. By posing demographic questions in the questionnaire, it is able to gather demographic information about current and potential respondents on a large scale. On the other hand, section B is more focused on the independent variables which are attitudes, subjective norm and perceived behavioural control.

Table 3.2: Instrument for Section A, B and C

Section	Factors	Contents
A	Demographics Profile	1. Gender 2. Age 3. Race 4. Year of study

B	Independent Variables	Attitudes 1. Fast food is familiar to me. 2. I think that fast food is delicious. 3. I think that fast food is not good for health. 4. I think that fast food is clean and safe. 5. I think that fast food stores are clean. 6. I think that fast food has a lot of calories. 7. I think that fast food has a lot of fat. 8. I think that fast food has a lot of salt. 9. I think that fast food can provide all necessary nutrients for a meal. 10. I think that fast food portions are large enough to feel full. Subjective norm 1. I follow my family's beliefs to intake fast food. 2. I follow the beliefs of teachers to intake fast food. 3. I follow the beliefs of friends to intake fast food. 4. I think that my family would like my fast food consumption. 5. I think that my teachers would like my fast food consumption. 6. I think that my teachers would like my fast food consumption. 7. I think that my friends would like my fast food consumption.

		8. I think that my family gives me motivation about my fast-food consumption. 9. I can eat fast food even if I learn how to quickly prepare a simple meal. 10. I can eat fast food even if fewer advertisements of fast food are on TV, internet, etc. Perceived behaviour control 1. I can eat fast food even if fewer fast food stores are around. 2. I can eat fast food even while I am on diet. 3. I can eat fast food even if I have to wait for a long time. 4. I can eat fast food even if they offer few sales promotions. 5. I think that changing my fast food consumption behaviors for health would be difficult. 6. I think that meeting friends at places other than fast food stores would be difficult. 7. I can eat fast food even if I get continued nutrition education. 8. I can eat fast food even if I get nutrition education about the impact of fast food on health. (e.g. calories, nutrient content) 9. I can eat fast food even if I learn how to quickly prepare a simple meal.

		10. I think that changing my fast food consumption behavior is difficult because I have eaten them from a very young age.
C	Dependent Variable	1. Does branding affect the chosen fast food. 2. Is income influencing the chosen fast food. 3. Taking fast food depends on emotion (etc. when you're happy/sad/angry or stressed). 4. Service is very quick. 5. Fast food is inexpensive. 6. It's very convenient. 7. I eat fast food because I like the taste. 8. I like fast food because they offer many varieties. 9. Do you think fast food will affect UMK student health? 10. Do you think fast food plays an important role in our life?

Researchers use Likert's scale as the measurement scale in Section B and C of this study. Likert's scale is a kind of psychological measurement scale, and usually widely used in the survey. In the Likert's scale survey, the respondents do not choose between yes or no at all, but are given more specific choices such as, agree to disagree in various degrees to a question in the survey. Likert Scale survey questions are very important for measuring respondents 'views or attitudes towards a particular topic, and are an integral part of market research. Besides that, the researchers' measurements in the study are 1- Strongly disagrees, 2- Disagree, 3- Neutral, 4- Agree and 5- Strongly Agree. Lastly, these data will be collected and prepared for analysis.

3.8 DATA ANALYSIS

This section is aimed to describe the secondary and primary data that is used in the research studies. This section aims to answer the objectives of the study and to check the speculation of the research. The data of the research has been analyzed and the results of statistical analysis are shown in this chapter. All the findings of the research study are described by table, pie and chart. The main analysis used in this research study is descriptive statistics, reliability tests, and Pearson Correlation.

In interpreting the primary data, the researchers used computer software such as the Statistical Package for the Social Sciences (SPSS) to compile, compile, edit, classify and encode the data from the questionnaires. This computer software helps researchers compute the information in a short time period and motivate quantitative investigation quicker and less demandingly. Many different types of statistical techniques are used in this study to test the descriptive analysis, reliability analysis and Pearson Correlations coefficient. Researchers can use the data sources to find out the logical results of this computer software.

Descriptive analysis is used to analyze the variables and describe the biographic information of the respondent. Reliability statistics is performed to see the significant relationship among the variables in the study. Pearson Correlation coefficient is used to investigate the independent variable and dependent variables are used to analyze the data (Bewick et al, 2003).

3.8.1 DESCRIPTIVE STATISTIC

Descriptive statistics are applied to describe the fundamental highlights of the information in an examination. It gives straightforward synopses about the sample and the measures. In descriptive statistics, it is to describe the meaning of data or what the data will show. Researchers can use descriptive statistics to depict what will happen and change in the data. It has been used in a manageable form to show the present quantitative descriptions. It can help the researcher to simplify a lot of data in a good way. Descriptive statistics analysis is used to determine the average value of each variable.

Together with simple illustrations and investigation, it shapes the premise of practically every quantitative examination of information (Trochim, 2006). Descriptive statistics are utilized to illustrate quantitative depictions in a realistic shape. Descriptive statistics are mathematical amounts such as mean, median, standard deviation and decipher the properties of an arrangement of samples. Descriptive statistics assist researchers with simplifying a lot of data sensibly. Each descriptive statistic decreases a lot of data into a simpler summary (Pablo Subong et al., 2005).

3.8.2 RELIABILITY TEST

A reliability analysis should be performed and the data collected must be tested for its reliability. The reliability test measures the factors influencing fast food consumption behavior among hospitality students at Universiti Malaysia Kelantan by attitudes, subjective norms, and perceived behavioral control. Reliability measurement is applied to examine the reliability of the input from the respondent (Jansen et al., 2003). There are various types of distinct approaches including test-retest, internal accuracy reliability, split-half reliability, and inter-rater reliability. The reliability analysis method specifies different proportions of scale reliability that are widely used. The information regarding the relationships between the individual items in the scale has also been provided.

A reliability evaluation is a metric to prove that it is deemed perfect to use a reliable instrument to obtain data for the instrument. Reliability test shows the level of validity in a research study. The more reliable a scale measurement, the more confidence in the score that the researcher should gain in this study. The main objective of the reliability test is to look at the stability of the information collected and check the reliability of the information obtained from the survey.(Phelan & Wren, 2005)

3.8.3 PEARSON CORRELATION ANALYSIS

Pearson Correlation Analysis is a test used to measure the relationship between two continuous variables. (n.d.) In this study, the Pearson Correlation Analysis is related among the independent variables (attitude, subjective norms and perceived behaviour) and the dependent variable (fast food consumption patterns).

The purpose of using Pearson Correlation Analysis is to test whether the correlation is statistically significant or not and to identify whether the hypothesis

should be accepted or rejected. The hypothesis can be rejected when a significant p-value result is more than 0.05 (Lone, 2016). The table below showed the rules of thumb about Correlation Coefficient Size.

Table 3.3: 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

(Source: Hair (2015), Essential of Business Research Method)

The table of Correlation Coefficient Size determines the strength of the correlation between variables based on the size of the correlation coefficient. The linear relationship of the correlation coefficient (r) is between -1 to 1. Moreover, the relationship direction is either negative or positive.

Table 3.4: Data Analysis Plan

RESEARCH QUESTION	RESEARCH OBJECTIVES	CONCEPT/ CONSTRUCTS	DATA ANALYSIS

What are the factors influencing fast food consumption on related attitudes among hospitality students in University Malaysia Kelantan (UMK)?	To examine the factors influencing fast food consumption on attitudes among hospitality students in Universiti Malaysia Kelantan (UMK).	Concerning the relationships of attitude towards factors influencing fast food consumption	Correlation Analysis
What are the factors influencing fast food consumption on a related subjective norm among hospitality students in University Malaysia Kelantan (UMK)?	To analyze the factors influencing fast food consumption on subjective norms among hospitality students in Universiti Malaysia Kelantan (UMK).	Concerning the relationships of subjective norms towards factors influencing fast food consumption.	Correlation Analysis
What are the factors influencing fast food consumption on related perceived behaviour control among hospitality students in University Malaysia Kelantan (UMK)?	To examine the factors influencing fast food consumption on perceived behaviour control among hospitality students in Universiti Malaysia Kelantan (UMK).	Concerning the relationships of perceived behaviour control towards factors influencing fast food consumption.	Correlation Analysis

3.9 SUMMARY

This chapter covered the structure of the testing used in this study. Population and sample analyses are often listed in the analysis methods prior to further discussion. The information gathered will be transferred and broken down utilizing the unwavering quality test and Pearson relationship. The consequences of information investigation will be performed in the accompanying part.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

Chapter 4 embraces Pearson's coefficient analysis, descriptive analysis, demographic of respondent, and reliability analysis. The results of the research data were obtained from 352 respondents. In this research, IBM SPSS Statistics version 26 was applied to analyse the data after collecting data.

4.2 RELIABILITY ANALYSIS

Reliability analysis is used to measure the reliability of the questionnaires. The data was tested utilizing Cronbach's Alpha analysis to make sure the reliability and interior reliability of the information. The table showed the Rules of Thumb of Cronbach's Alpha coefficient size according to Hair et al (2007).

Table 4.1 illustrates the overall consistency (pilot test) for the independent and dependent variable. The pilot test was done to 30 respondents before it was distributed to 352 respondents through an online survey method.

Table 4.1: Rules of Thumb of 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 4.2: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Number of item	Cronbach's Alpha coefficient	Strength of Association
Fast food consumption	10	0.880	Very Good
Attitude	10	0.905	Excellent
Subjective norms	10	0.936	Excellent
Perceived behaviour	10	0.953	Excellent
Overall variables	40	0.919	Good

Table 4.2 indicated the overall value of Cronbach's Alpha Coefficient for the independent and dependent variable in the research. From the table, we can conclude all the variables were above the value of 0.880 and overall variables were 0.919. Therefore, the result shown can be accepted and it is reliable in the study.

There were ten (10) questions about factors influencing fast food consumption behaviours among hospitality students in university Malaysia Kelantan. Table 4.2 showed that Cronbach's Alpha result for this section's question (0.880) was very good. Thus, the coefficient obtained for the questions in the fast-food consumption variable were reliable.

Next, there were ten questions in measuring the factors influencing fast food consumption behaviours on attitudes among hospitality students in Universiti Malaysia Kelantan. The result of Cronbach's Alpha coefficient that showed in this section is 0.905 which indicated as excellent. Thus, the coefficients obtained for the questions in behaviours on attitudes variable were reliable.

Furthermore, in measuring the factors influencing fast food consumption subjective norms among hospitality students in university Malaysia Kelantan, seven questions were used. The Cronbach's Alpha result for this section's question (0.936) was excellent. Therefore, the coefficients obtained for the questions in the subjective norm variable were reliable.

Lastly, measuring the factors influencing fast food consumption in perceived behaviour control among hospitality students in university Malaysia Kelantan, ten questions were applied and the Cronbach's Alpha result for this section's question (0.953) was indicated excellent. Therefore, the coefficients obtained for this question in perceived behaviour control were also reliable.

Since the Cronbach's Alpha charge for the variables was over 0.7, it indicated that questionnaires are highly reliable and can proceed with the research. All in all the reliability has verified that the respondent understood the questions provided well and this represents the questionnaires that have been accepted for this study.

4.3 DEMOGRAPHICS CHARACTERISTIC OF RESPONDENT

The basic analysis of this study included the frequency analysis. The data from Section A of the questionnaire involve age, race, year, how often fast food, fan of fast food and year of study. The respondent's demographic profiles were presented in a form of table and pie chart.

4.3.1 How many times in a month do you visit the fast-food restaurant

Table 4.3: number of respondents by how many times in a month do you visit the

fast-food restaurant

How many times in a month do you visit the fast-food restaurants		
Items	**Frequency**	**Percent %**
1-3 times	**219**	**62.2**
4-5 times	**108**	**30.7**
More than 6 times	**25**	**7.1**

Table 4.3 shows how many times in a month do the students visit the fast-food restaurant of respondents. The total number of respondents for 1 - 3 times are 219, total number for 4 - 5 times 108 while total number of respondents for more than 6 times respondents. Out of 352 respondents, 62.20 % of total respondents are 1- 3 times, 30.70 % of total respondents are 4 - 5 times and the remaining 7.10% are more than 6 times respondents who were involved in this study.

4.3.2 Are you a fan of fast food?

Table 4.4: The Number of Respondents on Determining on The Fans of Fast Food or Not.

Are you a fan of fast food?		
Items	**Frequency**	**Percent %**
Yes	**298**	**84.7**
No	**13**	**3.7**
Maybe	**41**	**11.6**
Total	**352**	**100**

Table 4.4 shows the result of questions as you are a fan of fast-food respondents. The total number of respondents for yes was 219 respondents, the total number for no was 13

respondents while the total number of respondents for maybe was 41 respondents. Figure 4.2 shows the highest percentage of respondents who select yes 84.70 % and followed by respondents select maybe 30.70 %, and the lowest percentage respondents are no which was

3.70 %.

4.3.3 Gender

Table 4.5: number of respondents by gender

Gender		
Items	Frequency	Percent %
Female	200	56.8
Male	152	43.2
Total	352	100

Table 4.4 indicates the gender of respondents. The total number of male respondents are 152 respondents; however, the number of females is 200 respondents. Out of 352 respondents, 43.20 % of total respondents were male and the remaining of 56.80 % were female respondents who were involved in this study.

4.3.4 Age

Table 4.6: number of respondents by age

Age		
Items	Frequency	Percent %
18-20 years old	35	9.9
21-23 years old	273	77.6
24-26 years old	40	11.4
28 years old	1	0.3
33 years old	1	0.3
44 years old	1	0.3
47 years old	1	0.3
Total	352	100

Table 4.5 shows the total respondents by age. There were 352 respondents who consist age from 18-20 (35 respondents), 21-23 (273 respondents), 24-26 (40 respondents), 28 years (1 respondent), 33 years (1 respondent), 44 years (1 respondent) and 47 years (1 respondents) had responded to the questionnaire. Figure 4.4 showed the highest percentage of respondents was respondents who have a range of age from 21-23

years (77.60%) and followed by 24-26 which was 11.40%, 18-20 years (9.90%), and the lowest percentage respondents was 33 years, 44 years and 47 years (0.3%).

4.3.5 Race

Table 4.7: number of respondents by race

Race		
Items	Frequency	Percent %
Malay	234	66.5
Chinese	79	22.4
Indian	31	8.8
Bajau	2	0.6
Iban	2	0.6
Bugis	3	0.9
Dayak	1	0.3
Total	352	100

Table 4.6 shows the total respondents by race. There were 352 respondents who consisted of Malay (234 respondents), Chinese (79 respondents), Indian (31 respondents), Bajau (2 respondents), Iban (2 respondents), Bugis (3 respondents) and Dayak (1 respondents) had responded to the questionnaire. Figure 4.5 showed the highest percentage of respondents was Malay (66.5%) and followed by Chinese which was 22.4%, next is followed by Indian (8.8%) and the lowest percentage respondents was others religion (0.7%) and Dayak 0.3%.

4.3.6 Year of study

Table 4.8: number of respondents by year of study

Year of study		
Items	Frequency	Percent %
Year 1	69	19.6
Year 2	94	26.7
Year 3	154	43.8
Year 4	35	9.9
Total	352	100

The table 4.7 represents the years of study of respondents. The respondents were separated into four groups. The highest number of years of study were years 3 which is 43.8 % (154 respondents), years 2 which is 26.7 % (94 respondents) followed by years 1 which is 19.6 (69 respondents). The lowest were years 4 which is 9.9 % (35 respondents) respondents only in this study.

4.4 DESCRIPTIVE ANALYSIS

This study has analysed the mean and standard deviation for section 4, 5, and 6 of the questionnaires.

4.4.1 Fast Food Consumption

Table 4.9: Descriptive statistic of fast-food consumption

	Mean	Std. Deviation	N
Does branding affect the chosen fast food?	6.11	1.184	332
Is income influencing the chosen fast food?	6.06	1.189	332

Taking fast food depends on emotion (etc. when you're happy/ sad/ angry or stress)	5.84	1.376	332
Service is very quick	5.89	1.199	332
Fast Food is inexpensive	5.23	1.702	332
It's very convenient	6.01	1.084	332
I eat fast food because I like the taste	5.97	1.089	332
I like fast food because they offer many varieties	5.95	1.174	332
Do you think fast food will affect UMK students€™ health?	5.96	1.266	332
Do you think fast food plays an important role in our life?	5.62	1.452	332

Table 4.10 indicated the standard deviation and mean analysis on the dependent variable which was fast food consumption. The highest mean value (item 1) which was 6.11, where respondents agreed that branding influence affects the chosen fast food. The lowest mean value (item 5) which was 5.23, where the respondent slightly agreed that fast food is an inexpensive product. The data set from 332 respondents with the standard deviation most of the values lower than 1 indicated the values close to mean.

4.4.2 Attitude

Table 4.10: Descriptive statistic of attitude

	Mean	Std. Deviation	N
Fast food is familiar to me.	5.57	1.388	332
I think that fast food is delicious.	5.78	1.217	332
I think that fast food is not good for your health.	6.02	1.168	332
I think that fast food is clean and safe.	5.28	1.494	332
I think that fast food stores are clean.	5.44	1.375	332
I think that fast food has a lot of calories.	6.12	1.122	332
I think that fast food has a lot of fat.	6.06	1.134	332
I think that fast food has a lot of salt.	6.13	1.065	332
I think that fast food can provide all the necessary nutrients for a meal.	5.11	1.714	332

	Mean	Std. Deviation	N
I think that fast food portions are large enough to feel full.	5.46	1.473	332

Table 4.11 indicated the standard deviation and mean analysis of respondents on the independent variable which was attitude. Item 8 scored the highest mean value (6.13), where the respondents agreed they think that fast food has a lot of salt. The lowest mean item 9, with the mean value of 5.11, where the respondent somewhat agreed that they think that fast food can provide all the necessary nutrients for a meal. From the data set from 332 respondents with the standard deviation most of the values which were lower than 1, indicated the values close to mean while the standard deviation which was greater than 1, indicated the values were more dispersed.

4.4.3 Subjective Norms

Table 4.11: Descriptive statistic of subjective norms

	Mean	Std. Deviation	N
I follow my family's beliefs to intake fast food.	4.53	1.995	336
I follow the beliefs of teachers to intake fast food.	4.48	2.032	336

I think that my family would like my fast food consumption.	4.62	1.895	336
I think that my teachers would like my fast food consumption.	4.57	1.923	336
I think that my teachers would like my fast food consumption.	4.59	1.951	336
I think that my friends would like my fast food consumption.	5.40	1.507	336
I think that my family give motivation about my fast food consumption.	5.21	1.649	336

Table 4.12 indicated the standard deviation and mean analysis of respondents on the independent variable which was subjective norms. Item 6 scored the highest mean value (5.40), where the respondents agreed that they think that their friend would like fast food. The lowest mean item 2, with the mean value of 4.48, where the respondent slightly agreed that they believe teachers to intake fast food. From the data set from 336 respondents with the standard deviation most of the values which were lower than 1, indicated the values close to mean while the standard deviation which was greater than 1, indicated the values were more dispersed.

4.4.4 Perceived Behavior

Table 4.12: Descriptive statistics of Perceived Behaviour

	Mean	Std. Deviation	N
I can eat fast food even if fewer fast-food stores are around.	5.41	1.507	335
I can eat fast food even while I am on diet.	5.10	1.758	335
I can eat fast food even if i have to wait for a long time.	5.22	1.608	335
I can eat fast food even if they offer a few sales promotions.	5.53	1.388	335
I can eat fast food even if I learn how to quickly prepare a simple meal.	5.50	1.435	335
I think that changing my fast food consumption behaviour is difficult because I have eaten them from a very young ages.	5.44	1.525	335

I think that changing my fast food consumption behaviours for health would be difficult.	5.38	1.544	335
I can eat fast food even if I get nutrition education about the impact of fast food on health. (e.g. calories, nutrient content)	5.32	1.529	335
I can eat fast food even if I get continued nutrition education.	5.37	1.482	335
I think that meeting friends at places other than fast food stores would be difficult.	5.20	1.650	335

Table 4.13 indicated the standard deviation and mean analysis of respondents on the independent variable which was perceived behavior control. Item 5 scored the highest mean value (5.50), where the respondents agreed that they can intake fast food even if they learn how to quickly prepare a simple meal. The lowest mean item 2, with the mean value 5.10, where the respondent somewhat agreed that they can consume fast food even while they are on diet. From the data set from 335 respondents with the standard deviation most of the values which were lower than 1, indicated the values close to mean while the standard deviation which was greater than 1, indicated the values were more dispersed.

4.5 PEARSON CORRELATION ANALYSIS

Pearson Correlation Analysis is utilized to determine the strength of the relationship between independent variables (perceived behaviour control, subjective norms and attitude) and dependent variables (factors influencing fast food consumption). Pearson Correlation was chosen because it evaluates the strength of a linear relationship between two variables utilizing a single number that falls within the range of 1.

Pearson's Correlation Analysis can also be used to test for multicollinearity between variables. It usually happens when there is a strong correlation between the independent variables (perceived behaviour control, subjective norms and attitude). Hence, the coefficient value should be greater than 0.90 to avoid this problem. Using Pearson's correlation coefficient, Table 4.5.1 illustrates the outcome of the correlation coefficient between independent and dependent variables.

Table 4.13: Results of Pearson Correlation Analysis

	Attitude	Subjective Norms	Perceived behaviour control	Behavioral Control
Attitude	1			

Subjective Norms	0.449**	1		
Perceived behaviour control	0.746**	0.602**	1	
Behavioral Control	0.746**	0.405**	0.630**	1

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

Table 4.5.1 indicated that Attitude and behavioural intention were significantly correlated at r = 0.746, p > 0.01. The correlation coefficient shows a high positive correlation that occurred between Attitude and Behavioural Intention.

There was a statistically significant correlation between Subjective Norms and Behavioural Intention with r = 0.405, p > 0.01. The correlation coefficient shows a moderate positive of between Subjective Norms and Behavioural Intention.

There was a statically significant correlation between Perceived Behaviour Control and Behavioural Intention with r = 0.630, p > 0.01. The correlation coefficient shows a moderate positive of correlation between Perceived Behaviour Control and Behavioural.

In conclusion, Attitude, Subjective Norms and Perceived Behaviour Control were significantly correlated with Behavioural Intention were in moderate positive relationships.

4.6 FRAMEWORK ANALYSIS

Framework analysis is used by qualitative researchers to establish methods of data analysis. The method has 5 different phases that are interlinked and form a rigorous and methodical framework. Five distinct phases include familiarization, identifying a mapping and interpretation, charting, indexing as well as thematic framework. (Ritchie & Spencer, 1994). Through these phases, researchers are able to understand and interpret data, and transfer from descriptive accounts to a conceptual explanation of what is taking place from the data of participants in the research. During the analysis process, framework analysis is flexible. This is because it allows the user to either do data analysis during the collection process or collect all the data and then analyze it. The gathered data is sifted, charted and sorted in accordance with key themes and issues. (Ritchie & Spencer, 1994)

The conceptual model used in this study, shown in Figure 4.6.1, is adopted from Theory of Planned Behavior (TPB) and fast-food consumption patterns. To examine the relationship of perceived behaviour control, subjective norm, and attitude on factors influencing fast food consumption among hospitality students in University Malaysia Kelantan (UMK), three hypotheses were developed.

INDEPENDENT   DEPENDENT

BEHAVIOUR ON ATTITUDES

SUBJECTIVE NORMS

PERCEIVED BEHAVIOUR CONTROL

INTENTION INFLUENCING FAST FOOD CONSUMPTION
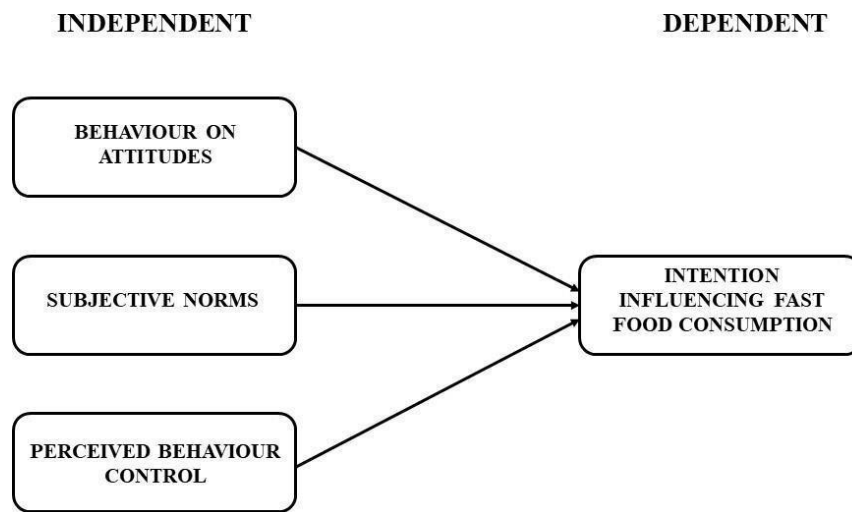
Source by theory of planned behavior (Ajzen 1985)

Figure 4.1: Adopted from Theory of Planned Behavior (TPB) and fast food

consumption patterns.

4.6.1 ATTITUDE

Attitude refers to the estimation of performing a particular behaviour. Evaluative unfavourable or favourable or statements, examining any events, people, or object is demonstrative of attitude (Tabassum and Rahman, 2012). Attitude can be defined as a vital part of describing and predicting human behaviour. (Ajzen, 1988) Moreover, attitude is an enduring organization of cognitive, perceptual, emotional, and motivational processes with respect to some particular of the environment (Alam and Iqbal, 2007). The following hypothesis needs to be substantiated, there is a significant relationship between attitude and factors of fast-food consumption. (H1).

Purchasing fast food consumption behaviour can be influenced by attitude toward a service or product, while a purchase is the result of favorable attitude (Ghoochani, 2017, in Press). Hence, specific attitudes may interpret why an individual includes several social ideologies or policies, as against others (Ghanian et al., 2016). This factor was evaluated in this research utilizing three-scale items, including I think that fast food has a lot of salt, I think that fast food has a lot of calories, and I think that fast food has a lot of fat. Participants rated their agreement to each item on a seven-point scale, ranging from 1 (strongly disagree) to 7 (strongly agree).

4.6.2 SUBJECTIVE NORM

Subjective norms are considered as an important groups or individual referent that probability given either disapprove or approve to carrying out a behaviour, and on customer intention are understood as the effects of external factors (Ajzen, 1991). A subjective norm is a skillful interpreter of behaviour when the behaviours of an individual influence some other person's benefit (Taylor, 1999). Rather, the issue of subjective norms is negligible when only one individual resulting in the arriving at a selection (Lapinski, Rimal, DeVries and Lee, 2007). Besides, the role of subjective norms was uncertain in a previous survey of purchase behaviour of fast food, particularly regards to establishing the behaviour (Ajzen, 1991).

Based on Eagly et al. (1993) subjective norms display a behaviour with the motivation of a hospitality student in UMK to establish the first moments of a vital person including family, friends and significant others (Yangui, Font, & Gil, 2013). Conversely, the students will have more intention on fast food consumption behaviours if the students think that their

friends would like their fast-food consumption. Rather, they will have poorer intentions if the students follow the beliefs of their teachers to intake fast food. Furthermore, the student's intention to fast food intake will improve when the intention of the important person surrounding them boost since the students think that their friends would like their fast food consumption and their family give motivation about their fast food consumption rather than follow their family's beliefs to intake fast food.

Moreover, Christopher Armitage (2001) explained that subjective norms directly affect intention after checking on perceived behavioral control and attitude (Bamberg & Moser, 2007). The second hypothesis of the research model is proposed as the relationship between subjective norms and factors influencing fast food consumption among hospitality students in UMK (H2).

4.6.3 PERCEIVED BEHAVIORAL CONTROL

Perceived behavioral control determines the amount of self-efficacy respondents have in their capability to make healthy selections and the level of controllability they think to have over their food selections. Perceived behavioral control is considered as the perceptions of individuals about their ability to carry out a behaviour (self-efficacy) as well as the amount of controllability (control) concerning the behaviour (Ajzen & Fishbein, 2005). When people are confident, they can control and carry out a behavior, they are more likely to perform in a manner that is constant with their behavioural intentions (Azjen & Fishbein, 2005).

Theoretical research has verified that controllability and self-efficacy are different constructs as well as both are needed to aid predict behavioural intention (Motl et al., 2002).

According to Anssi Tarkiainen (2005), perceived controllable deals with the actual possibilities of respondents, including external control to intake fast food consumption while the perceived self-efficacy deals with consumers' internal control for the students to intake fast food even if fewer fast-food stores are around. Hence, the level of perceived behavioral control should increase. The respondents have both access to tools that are required also the opportunities, accomplishments and information to effectively apply them. Chong (2013) indicated that the respondents' perceived difficulty and their designs to intake fast food related positively to each other when personality behaviour becomes more effective.

The general feeling of control is known as perceived behavioral control. Behavioural intention is a vigorous predictor of behavior when control over a behavior's performance is powerful (Ajzen, 1991). When respondents have high intention, respondents who think they have a high level of control over the behaviour are more likely to act on the given behaviour. A previous research by Armitage & Conner (2001) has determined that a strong correlation between behaviour and behavioural intention.

4.7 Summary

This chapter outlines the collected data and the statistical treatment, and or mechanics of analysis, regarding the relationship between attitudes, subjective norms, and perceived behavioural control, influencing fast food consumption among hospitality students in UMK. This chapter contains reliability test, demographics characteristic of respondent, Pearson correlation coefficient, and framework analysis, while diagrams and tables have been utilized to encourage a simplistic reader-friendly writing. The findings and analysis have integrated cross and general tabulation analysis essentially on 4 broad themes that involve awareness, enabling environment, and demographics.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

Chapter 5 is discussing the finding from the previous chapter. All the variables had been analyzed. This chapter explains the research findings to highlight the relationship between attitudes, subjective norm

5.2 RECAPITULATION OF FINDINGS

5.2.1 **Research Question 1:** What is the attitude of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)?

Research Question 1:	Research Objective 1:
What is the attitude of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)?	To identify attitudes of consuming fast food among hospitality students in University Malaysia Kelantan (UMK).

Based on Pearson Correlation Analysis, the first hypothesis has shown a positive correlation between attitudes and factors of consuming fast food among hospitality students in Universiti Malaysia Kelantan (r = 0.746). In the rules of thumb about Cronbach's Alpha Coefficient size, r=0.746 will be above the range 0.7 to 0.8, and the relationship can be justified as excellent. Besides that, the result has shown that attitude is significant towards fast food consumption. This is due to the p-value as p=0.746, p>0.01. Since it indicates weak evidence against the null hypothesis (H1), thus the null hypothesis (H1) is not rejected. As a result, it has shown that the result has supported the hypothesis (H1).

5.2.2 **Research Question 2**: What are the subjective norms of consuming fast food among hospitality students in Universiti Malaysia Kelantan (UMK)?

Research question 2:	Research Objective 2:
What are the subjective norms of consuming fast food among hospitality students in Universiti Malaysia Kelantan (UMK)?	To analyze the subjective norms of consuming fast food among hospitality students in Universiti Malaysia Kelantan (UMK)?

The second hypothesis has a positive relationship between subjective norms of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)? According to Pearson Correlation Analysis in chapter 4, the result shows that the subjective norm in a moderate positive relationship between independent variable 2 which is subjective

norms and dependent variable fast food consumption with **r** = 0.405, p > 0.01 are shown. The correlation coefficient shows a moderate correlation between subjective norms and fast- food consumption. Thus, hypothesis 2 was accepted for this research.

The research objective is to analyse the subjective norms of consuming fast food among hospitality students in University Malaysia Kelantan (UMK) was achieved and fast- food consumption among University Malaysia Kelantan also answered through this research.

5.2.3 **Research Question 3:** What is the perceived behaviour of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)?

Research question 3:	Research Objective 3:
What is the perceived behaviour of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)?	To examine the perceived behaviour of consuming fast food among hospitality students in University Malaysia Kelantan (UMK).

The third hypothesis (H3) has a moderate positive between perceived behaviour of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)? Based on the Pearson Correlation Analysis in Chapter 4, the result shows that perceived behaviour control in a moderate positive relationship between independent variable (perceived behaviour control) and dependent variable fast food consumption with r = 0.630, p > 0.01. are shown. The Pearson correlation coefficient shows a moderate positive

correlation between perceived behaviour control and fast food consumption. Thus, hypothesis 3 was accepted for this research.

The research objective, to examine the factors influencing fast food consumption on perceived behaviour control among hospitality students in University Malaysia Kelantan (UMK) achieved, was answered through this research.

5.3 FINDING AND DISCUSSION

Table 5.1: Summary of Research Objectives, Hypotheses and
Results

Research Objectives	Hypotheses	Results	Achieved
To identify attitudes of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)?	The relationship between attitudes and intention of consuming fast food among hospitality students in University Malaysia Kelantan	$r = 0.746$, $p > 0.01$.	Yes
To analyze the subjective norms of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)?	The relationship between subjective norms of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)?	$r = 0.405$, $p > 0.01$.	Yes

To examine the perceived behaviour of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)?	The relationship between perceived behaviour of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)	r = 0.630, p > 0.01.	Yes

5.3.1 Attitude

Research Objective 1: To identify attitudes of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)?

Research Question 1: What is the factor influencing fast food consumption on related attitudes among hospitality students in University Malaysia Kelantan (UMK)?

H1: There is a relationship between attitudes and factors to consume fast food among hospitality students in University Malaysia Kelantan (UMK).

From Pearson Correlation Analysis, Attitude and behavioural intention were significantly correlated at r = 0.746, p > 0.01. The correlation coefficient shows a moderate positive correlation that occurred between Attitude and Behavioural Intention. Thus, the hypothesis (H1) is accepted as a significant positive relationship factor influencing fast food consumption on attitude among hospitality students in University Malaysia Kelantan (UMK). The research objective, to examine the factor of influencing fast food

consumption on attitudes among hospitality students in University Malaysia Kelantan (UMK) was answered through this research.

5.3.2 SUBJECTIVE NORM

Research Objective 2: To analyze the subjective norms of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)?

Research Question 2: What is the factor influencing fast food consumption on a related subjective norm among hospitality students in University Malaysia Kelantan (UMK)?

H2: The relationship between subjective norms of consuming fast food among hospitality students in University Malaysia Kelantan (UMK)?

From Pearson Correlation Analysis, subjective norms and behavioural intention were significantly correlated at $r = 0.405$, $p > 0.01$. The correlation coefficient shows a moderate positive correlation that occurred between subjective norms and Behavioural Intention. Thus, the hypothesis (H2) is accepted as there is a significant positive relationship factor influencing fast food consumption on subjective norms among hospitality students in University Malaysia Kelantan (UMK). The research objective, to analyze the factor of influencing fast food consumption on subjective norms among hospitality students in UMK is achieved, was answered through this research.

5.3.3 PERCEIVED BEHAVIORAL CONTROL

Research Objective 3: To examine the factor of influencing fast food consumption on perceived behaviour control among hospitality students in University Malaysia Kelantan (UMK).

Research Question 3: What is the intention of factors fast food consumption on related perceived behaviour control among hospitality students in University Malaysia Kelantan (UMK)?

H3: The relationship between perceived behaviour control and factor influencing fast food consumption among hospitality students in University Malaysia Kelantan (UMK).

From Pearson Correlation Analysis, perceived behaviour control and behavioural intention were significantly correlated at $r = 0.630$, $p > 0.01$. The correlation coefficient shows a moderate positive correlation that occurred between perceived behaviour control and Behavioural Intention. Thus, the hypothesis (H3) is accepted as a significant moderate positive relationship factor influencing fast food consumption on perceived behaviour control among hospitality students in UMK. The research objective, to examine the factor of influencing fast food consumption on perceived behaviour control among hospitality students in UMK is achieved, was answered through this research.

5.4 LIMITATIONS OF STUDY

There are some limitations that have been found throughout this study. The first limitation is time constraints as the researcher is tied as a full-time student. The researchers

are having other commitments such as having another assignment. Furthermore, this time the

researchers as full-time students facing an online class which is adding another commitment at home. The researchers have a commitment to finish the task or proposal for every registered subject. This needed the researchers to review and do discussion in order to complete the task given by the lecturer. The researchers are also tied with class schedules that need to attend every class on time. All of this needs the researchers to divide the time for every schedule and task very well. To finish up this study, the researchers took a few months to complete the study.

Next limitation on this study is that online learning is caused by the covid-19 factor. Primary data of this study was collected by using an online questionnaire which is using google form to distribute the questionnaires. The difficulty with utilizing online surveys is that researchers cannot validate if the information provided by respondents is correct or not. Furthermore, utilizing online surveys requires a significant amount of time for respondents to complete the questionnaire, which slows down the data gathering process.

Next, all the discussions related to this research study were done online due to covid-19 that hit our country. This makes it difficult for researchers to discuss and find information together over the top because each is in a different place. In addition, the problem of erratic internet networks. This problem affects the discussions made by researchers. Lack of an internet network will make it difficult for researchers to find relevant articles and hold meetings with group members.

Moreover, the large number of respondents needed. In order to complete this research, the researcher needs to collect data from 352 respondents. The researchers need

respondents among hospitality students in University Malaysia Kelantan. It is a challenge because not all students are able to provide the best cooperation in answering questions.

Despite the fact that there were certain limitations encountered when performing this research, the overall outcome was unaffected. However, future researchers will find it more difficult to produce better research.

5.5 RECOMMENDATIONS

There are several directions that can be taken by future researchers relevant to the factor influencing fast food consumption behaviours among hospitality students in University Malaysia Kelantan.

First, Future researchers can expand the study area. For example, future researchers can review this research topic on fast food consumption behaviors by focusing on other types of variables that may significantly affect students, causing fast food consumption behaviors. Future researchers should conduct research on the habits that influence students and their intentions to consume unbalanced foods.This research will get exciting, and the future researcher can find out the main factors of hospitality students of the university of malaysia kelantan choosing fast food.

Further, for the future research regarding this topic is highly recommended to maintain the use of quantitative methods rather than the qualitative method to collect data from respondents. It was convenience and consumed less time during data collection. For this research, data were collected using an online questionnaire form and distributed to the targeted respondents. The Quantitative method allows the researcher to test for hypotheses,

identify the cause and effect of the variable, and collect larger or random respondents. Therefore, future research is advised to use this method as the outcomes can be clearly shown through the data gathered. Meanwhile, the results would be more relevant, reliable and generalizable to a larger population.

Finally, the results of this study have practical implications in addressing personal and social factors related to Malaysian youth obesity. The practical implications discussed in this section are that by identifying parents as a key influential reference group related to fast food norms, educational campaigns should serve to raise awareness among parents on how to model healthy eating for youth. This can increase the ability of parents to have a positive impact on the health of current and future adolescents. So, further research needs to be organized to focus on other factors influencing behavior in this research topic, which focuses on fast food consumption behavior among hospitality students at the University Malaysia Kelantan.

5.6 CONCLUSION

In this chapter, the researchers make a conclusion of the study based on the research objectives which show in chapter 1. The implication of the study is also discussed in this chapter which is about the impact of this research study. Besides, the researchers discussed the limitations of the study and made several recommendations to improve the research.

In conclusion, at the beginning of the study, the result of the study has shown the fast- food consumption behaviours among hospitality students in University Malaysia Kelantan influenced by all the independent variables, such as attitudes, subjective norms and perceived

behaviours control. The researcher has collected data of 352. Another 30 respondents for the pilot test. The researchers' input gathered from the pilot test will help figure out the issues that exist with the questionnaire. Reliability measurement was also used in this study. Hence, before the researchers circulated them to the study population, the questionnaire was checked. After these 30 respondents returned the questionnaires, errors and misleading facts and issues were fixed once. Researchers are also doing pilot tests after they run the normality test.

To conclude, the findings for this study are positive for the entire independent variable and variable, which means that test results for more research and learning are appropriate, accurate and substantial.

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APPENDICES

SECTION A: DEMOGRAPHIC

1. Gender (Male, Female)
2. Age (18-20 years old; 21-23 years old; 24-26 years old)
3. Race (Malay, India, Chinese, Others)
4. Year of study (Year 1; Year 2; Year 3; Year 4)

SECTION B: LIKERT SCALE

QUESTION 1-10: ATTITUDES

1. Fast food is familiar to me.
2. I think that fast food is delicious.
3. I think that fast food is not good for health.
4. I think that fast food is clean and safe.
5. I think that fast food stores are clean.
6. I think that fast food has a lot of calories.
7. I think that fast food has a lot of fat.
8. I think that fast food has a lot of salt.
9. I think that fast food can provide all necessary nutrients for a meal.
10. I think that fast food portions are large enough to feel full.

QUESTION 1-10: SUBJECTIVE NORM

1. I follow my family's beliefs to intake fast food.
2. I follow the beliefs of teachers to intake fast food.
3. I follow the beliefs of friends to intake fast food.
4. I think that my family would like my fast-food consumption.
5. I think that my teachers would like my fast-food consumption.
6. I think that my teachers would like my fast-food consumption.
7. I think that my friends would like my fast-food consumption.
8. I think that my family gives me motivation about my fast-food consumption.
9. I can eat fast food even if I learn how to quickly prepare a simple meal.
10. I can eat fast food even if fewer advertisements of fast food are on TV, internet, etc.

QUESTION 1-10: SUBJECTIVE NORM

1. I can eat fast food even if fewer fast-food stores are around.
2. I can eat fast food even while I am on diet.
3. I can eat fast food even if I have to wait for a long time.
4. I can eat fast food even if they offer few sales promotions.
5. I think that changing my fast-food consumption behaviors for health would be difficult.
6. I think that meeting friends at places other than fast food stores would be difficult.
7. I can eat fast food even if I get continued nutrition education.
8. I can eat fast food even if I get nutrition education about the impact of fast food on health. (e.g. calories, nutrient content)
9. I can eat fast food even if I learn how to quickly prepare a simple meal.
10. I think that changing my fast-food consumption behavior is difficult because I have eaten them from a very young age.

SECTION C: LIKERT SCALE

QUESTION 1-10: DEPENDENT VARIABLE

1. Does branding affect the chosen fast food.
2. Is income influencing the chosen fast food.
3. Taking fast food depends on emotion (etc. when you're happy/sad/angry or stressed).
4. Service is very quick.
5. Fast food is inexpensive.
6. It's very convenient.
7. I eat fast food because I like the taste.
8. I like fast food because they offer many varieties.
9. Do you think fast food will affect UMK student health?
10. Do you think fast food plays an important role in our life?

h23

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