



***FAST FOOD CONSUMPTION BEHAVIOUR AMONG YOUNG ADULT
GENERATION IN MALAYSIA***

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**FACULTY OF AGRICULTURE
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ADULT GENERATION IN MALAYSIA**

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**Dissertation submitted in partial fulfilment of the requirement for
the course PPT4999B project in Department of Agribusiness and
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SUPERVISOR DECLARATION

I hereby declare that:

- (1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) The word count of this research report is 14,249 .

Name of Supervisor: DR.FAZLIN BINTI ALI

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Date: June 2018

STUDENT DECLARATION

I hereby declare that:

- (1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) The word count of this research report is 14,429 .

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Abstract

Fast food is solitary kind of cuisine that capable to make in short time and retail to customer in affordable price. This kind of food was launch at western countries and starts at Asian by latest decade. Nowadays the number of young adult generation was increased and become the major of largest age group that may affect the others by technology and social life. Therefore, this research is conducted to study fast food consumption behaviour among young adult generation in Malaysia. This research is rather important because we can know what are the factors that influence Malaysia young adult generation fast food consumption behaviour, the association between independent variables product attribute, social influence, health conscious and promotion attractiveness with dependent variable-fast food consumption behaviour. Theoretically, the independent variable will be affected by the dependent variables. This study report chapter 1 which is about the introduction, problem statement and objectives of study ; afterwards followed by chapter 2 which is about literature review regarding the previous researchers concepts with also point of view associated to this study; chapter 3-methodology about research procedure and analysis of data which include the sampling method for this research ; chapter 4 will be the research result and interpretation of result and lastly; chapter 5 is about the recommendation plus conclusion. In this study, those respondent's statistics were keyed into the Statistical Package for Social Sciences (SPSS) software to run the analysis and interpretation purpose

CHAPTER 1

INTRODUCTION

Food is an important for daily activity and one of the oldest consumption behaviours in the past of mankind. On behalf of years, fast food has turn into one of the main food choices intended for the majority of the citizen in Malaysia; nowadays the presence of fast food in Malaysia food industry can affect young adult generation food choice in the future. In chapter 1, some discussions about the research outline which will describe fast food and its effect, regarding the recent trend of fast food chain businesses in Malaysia and young adult fast food consumption behaviour in Malaysia. Moreover that, this study focuses to identify the relational factors (which include attitude , health conscious, product attribute, social influence and promotion attractiveness) toward Malaysia young adult generation fast food consumption behaviour. Then, the research outline will be continue by problem statement, research objectives, research questions, hypothesis of the study, and significance of the study and lastly is about the research recommendation.

1.2 Background of the study

The concept of ready-cooked food for consume is closely linked with urban developments. Homes in developing cities frequently needed sufficient room or good food preparation accoutrements. Furthermore, obtaining food preparation might cost as much as purchased product. Frying foods in vats of searing oil demonstrated as unsafe as it was costly, and homeowners feared that a rogue cooking fire might simply congratulate a whole neighbourhood. During post-WWII American financial boom and they started to use more and buy extra as the economy boomed then traditions of consumerism bloomed. As an effect of this new desire to have it all, coupled with the strides made by ladies as the men were away, both individuals of the household started to work outside the home. Consumption elsewhere, which had already been measured as luxury, became a common event, and after that an essential. Labours and working families, required fast service and reasonable food for

both lunch and dinner, this requires is what drove the extraordinary hit of the early fast food giants, which catered towards the family on the go. Fast food became a simple choice used for a busy family, since it's the case intended for many families today.

Fast food is food processed and prepared by using standard ingredients and production techniques (Freeman, 2007). Fast food restaurant is measured as franchised eating place which supply fast service then food. Inside fast food restaurant, the foodstuff is served quickly, efficiently and by minimal service intended for eating and takeout services after the consumers requested the food (Elliot & Reed, 1999). Nowadays, a fast and busy life especially in big cities like Kuala Lumpur makes people to finish their meal in limited time (Hanson, 2002). By this type of behaviour, this has driven towards the fast development of fast food chain businesses in Malaysia due to the quick service of fast food restaurant was matched with the consumption behaviour in Malaysia nowadays.

The purpose of this study is to determine on what are the factors that affect Malaysian young adult generation fast food consumption behaviour. According to Department of Statistics Malaysia 2010, the percentage of Malaysia population who categories below the age of 15 years had been decreased to 27.6 per cent compared to 33.3 per cent in year 2000. From 2014 to 2016, the percentage of working age population above 15 years old had increased to 69.4 percent from 69.0 percent. In the meantime, for the proportion of population aged 65 years old and more than 65 years old as well had increased to 6.0 per cent from 5.6 percent in year 2014. Then, the median age had increased from 27.3 years old in year 2014 to 28.0 years old in year 2016. Refer to Appendix A for more details.

1.3 Young adult generation

Who is young adult? The concept of a young adult is not clearly explained in the marketing literature, as it is frequently blended and confused by the term adolescent. Besides,

the definitions of the age - length of young -adult consumer are unpredictable (Erikson, 1963; Herrmann , 1970; Akturan, Tezcan, & Vignolles, 2011) . Erikson (1963) was the earliest to use the expression young adult in his book *Childhood and society*. It was also the earliest time to the young adulthood was sketched out as an essential change stage among teens and adulthood. At this phase, persons are becoming capable of more complex thoughts, appreciating diversified views from multiple points of view, building individual characters and forming committed connections, controlling their feelings, and being independent with decision - making. Therefore the questionnaire survey for this study was set between age from 15 up to 40 years old.

Compared to teenagers who are still controlled to limited earnings, young adult consumers are purchase extra and more carefully to consume and self-sufficiency (Palan, Gentina, & Muratore, 2010). They are characterized by high spending power. Martin and Turley (2004) explain young - adult shoppers as a person who uses their money as soon as they obtain it. Secondly, young - adult shoppers are strongly conscious of their individual characteristics. They would like to set up their own standards, behaviours, and attitudes as well as consumption patterns (McNeal, 1992). Further, they are trend setters plus an important information source with high influence on upper class (Moschis & Moore, 1979) and family consumption (McNeal, 1992). Because their behaviours are surrounded in family and social surroundings, they have an important affect on the wider society and its culture.

Refer to the result from Department of Statistics Malaysia, young adult generation was the major and large age group that was the influential and potential customers group used for fast food companies in Malaysia. For that reason, this is very important that to advance study about the young adult characteristic because this is connected with Malaysia young adult food consumption behaviour. Furthermore, in addition require to learn on those relational factors that might direct affect young adult consumption behaviour on fast food.

On the other hand, the young - adult culture has been diffused from the west to the entire world. By the powerful forward of globalisation then global flows, young - adults are wrapped up into a extra advanced technological and social media world, where they swap opinions affecting each other without any regional boundaries. Therefore, they are attractive and more standardised and multinational. They are, as a result carrying the worldwide citizenship. On the other hand, due to historical, social and financial differences, young - adults even keep their native prints. They in fact form a global personality, since their culture is interpreted, appropriated, and to fit local social structures and issues (Kjeldgaard & Askegaard, 2006 , p. 234 ; Strizhakova et al . , 2012 ; Ra šković & Grahek, 2012)

According to the research data from Malaysia Communications and Multimedia Commissions (MCMC) , 76.9% of the Malaysia's population was the internet user as at year 2016. Moreover that, refer to their survey, active internet users in Malaysia has increased to 24.5 million in 2016 from 24.1 in 2015, with 89.3% of the internet user are being active on social media in 2016 .As such, as a largest age group in Malaysia,young adult generation is without difficulty to get information sharing by others from internet or social media such as Facebook, Instagram, Twitter etc. and fast food promotion commercial or pop-up will be simply get to them as they using internet. Appendix B is concerning the frequency of Malaysia's internet user as at year 2016 that able to explain how large the group of Malaysian internet user visiting internet as social networking access to receive information. In conclusion, as young adult generation was capable to connect and obtain to the most recent information easily, therefore they're fit in a group that obviously become fast food promotion attractive tactic, hence young adult generation fast food consumption behaviour might be affect by the promotion attractiveness from fast food restaurants.

Nowadays, the consumer begun to recognize the negative effect of consuming too much fast food because of that the population is more attractive to health-conscious due to

the development in income standards. In addition, the consumption trend in Malaysia begun to change, whether consumption at home or going out, consumers begun to want for more healthy food options as compare to the usual food menu (Folkes & Wysocki, 2011). Furthermore, consumers now desire quality food eating and are attractive to aware in nutritional diet, health and food security (Ruth & Yeung, 2001; Rimal et al., 2001). The changes in the consumer consumption model and demand of healthy food were cause by the community awareness of heart disease, cancer, and other illnesses which happened because of unhealthy diet.

People nowadays concern extra on the quantity of calories, fat, and sodium they consumed (Folkes & Wysocki, 2011). The issue of food quality is affecting consumers these days and it is an important thing for the consumers and marketers to begin to notice about it (Shaharudin, Mansor & Elias, 2011). In addition, the government from different countries has improved their expenditure in advancing healthier diets (Caterora, Gilly & Graham, 2010). As a resulting from the knowledge campaign, it had impacted the consumer's consumption behaviour in fast food industry.

1.4 Problem statement

The consumption of fast foods has increased around the world the trend of fast-food eating among Malaysian has increase the number of fast-food restaurants in Malaysia which is an important health concern among the Malaysian population, particularly in the urban regions (Noraziah Ali & Hasnah Ali, 2007) . Refer to Statistics department, the majority of the Malaysia citizen nowadays was having their food outside rather than house cooked food. Most of the reason of Fast foods consumption are quick to prepare, affordable to purchase, convenient to purchase, and favoured by people of most age groups. Further, fast foods are normally served in huge portions and consists high levels of energy, sugar, and salt, along by

short levels of nutrients and fibre. Numerous studies have reported some negative impacts attributed to fast-food consumption, extending from weight gain among the youth to expand risk of diabetes.

In Malaysia, An increasing number of Malaysians are dying due to unhealthy eating habits, the habits of unhealthy eating is cause by how easy to access fast food itself especially among young adults and the frequency of meeting up for meals, which could have an impact on their health. Refer to national health and morbidity 2015 about 30 per cent of Malaysian adults above the age of 18 were overweight with a body mass index of 25 and above and another 17.7 percent were obese with a BMI of 30 and above and Appendix C was a preview of the country's eating behaviour and obesity rate. Therefore we should concern regarding how young adult generation perception throughout the preview and desire change the menu follow what they order. The purpose of this study is to investigate whether there is relationship between factors product issue, social influence, health conscious and promotion attractiveness that impacts on Malaysia young adult generation toward their fast food eating behaviour.

The relational variables state above guide to some fields of this investigation which is Difference of fast food restaurant product attribute will affect the fast food consumption behaviour for Malaysia young adult generation through their quality, taste and service. Furthermore, the social influence of and individual social relation among young adult generation in Malaysia also affect fast food consumption behaviour too. Besides that, how young adult generation believe concerning the contribution of fast food on health conscious point of view and this will influence their fast food consumption behaviour too. Lastly is about the promotion attractiveness. The impacts of promotion such as offering a combo deal, buy food and free gift or discount techniques, limited time offered will influence young adult generation fast food consumption behaviour too.

1.5 Research Objectives

General objectives

- To investigate factor influence in consumption behaviour among young adult generation in fast food.

Specific Objectives

1. To identify the product issue in relation with Malaysian young adult generation toward their fast food consumption behaviour.
2. To identify the health conscious affect Malaysian young adult generation toward fast food consumption behaviour.
3. To identify the promotion attractiveness in relation with Malaysian young adult generation toward fast food consumption behaviour.
4. To identify the social factor influences in relation with Malaysian young adult generation toward fast food consumption behaviour.

1.6 Research Questions

1. How does the product attribute of Malaysia young adult generation affect fast food consumption behaviour?
2. How does the health conscious Malaysia young adult generation fast food consumption behaviour?

3. How does the promotion attractiveness affect Malaysia young adult generation fast food consumption behaviour?
4. How does the social factor affect Malaysia young adult generation fast food consumption behaviour?

1.7 Significance of study

By conducting investigation at this topic, it allows us get to know about what are the variables that will affect Malaysia's young adult generation in fast food consumption behaviour; then how the product of fast food restaurant affect is their consumption behaviour. Moreover to the fast food business, they capable to understand more concerning the needs and wants from our Malaysia's young adult generation and also build and advance some new menu or recipes that fit the generation taste; this is suitable for their future company business preparation. Moreover , by this investigation, fast food business able to expand and come out the most effective promotion strategies in order to pursue consumers from generation to buy the products. The investigation on this subject not just simply helps the fast food business to upgrade their company existing performance and sales, but as well will helps to make difference in expand their business in Malaysia and increase the business competitive advantages

CHAPTER 2

LITERATURE REVIEW

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