
FAST FOOD CONSUMPTION BEHAVIOUR
AMONG GENERATION Y IN MALAYSIA

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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.
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PREFACE

Food is the basic needs for human to live and survive. Recent decade, fast food has become one of the major food choices for most of the citizen in Malaysia, or in other word called choice of 'the daily main course' for them. Fast food consumption has become part of the lifestyle of people in many countries. This study is to propose a research regarding fast food consumption behaviour among generation Y in Malaysia.

ABSTRACT

Fast food is one type of food that able to prepare in short time period and sell to customer in reasonable price. This type of food was introduce at western countries and begins at Asian near recent decade. Meanwhile, the group of generation Y was grown and subsequently become the largest age group that earn income for own/family's expenses. Therefore, this research is conducted to study fast food consumption behaviour among generation Y in Malaysia. This study is rather important as we'll know what are the factors that will affect generation Y's fast food consumption behaviour, how this factors will affect and caused the changes of fast food consumption behaviour and the relationship between independent variables-personal lifestyle, price-quality inference, health issue and promotion attractiveness with dependent variable-fast food consumption behaviour. Theoretically, the independent variable will be affected by the dependent variables. This research report will be with chapter 1 which is about the introduction, problem definition and objectives about the study; then will follow by chapter 2-literature review about the previous researcher's comments, concepts and also point of view related to this study; chapter 3-methodology about research procedure and analysis of data which include the sampling method for this research project; chapter 4 will be the research result and interpretation of result and lastly; chapter 5 will be the recommendation and conclusion. In this study, those respondent's data were keyed into the Statistical Package for Social Sciences (SPSS) software to run the test for the analysis and interpretation purpose.

CHAPTER 1

INTRODUCTION

1.1 Introduction

Food is the basic needs for human to live and survive. For recent years, fast food has become one of the major food choices for most of the citizen in Malaysia, or in other words we called this one of the choice of 'the daily main course' for them. This study is to propose a research regarding fast food consumption behaviour among generation Y in Malaysia. In chapter 1, several discussions regarding the research overview which will define what is fast food, about the current trend of fast food chain businesses in Malaysia and of course, generation Y fast food consumption behaviour. Besides that, this study focuses to examine the relational factors (which include personal lifestyle, price-quality inference, health issue and promotion attractiveness) toward Malaysia generation Y fast food consumption behaviour. Then, the research overview will be continue by problem statement, research objectives, research questions, hypothesis of the study, significance of the study and lastly is about the research gap.

1.2 Background of the Study

According to Bender and Bender (1993), fast food means that menus with several choices of foods which produce in standardize-line and supply in specialize products based on consumer demand, for example hamburgers, fries, pizzas, chicken, ice-cream or sandwiches (Davies & Smith, 2004). Besides that, most of the fast food restaurant is a type of international businesses (Emerson, 1990; Park, 2004). Fast food usually provides quick service due to consistent menu, stable and constant quality (Jekanowski, Binkley, & Eales, 2001). Nowadays, a fast and busy life especially in big cities like Kuala Lumpur makes people to finish their meal in limited period (Hanson, 2002). With this kind of behaviour, this has led to the fast development of fast food chain businesses in Malaysia due to the quick service of fast food restaurant was matched with the eating behaviour in Malaysia nowadays.

The purpose of this study is to determine on what are the factors that affect Malaysia generation's Y fast food consumption behaviour. According to the research done by Department of Statistics Malaysia, as per year 2010, the percentage of Malaysia's 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. In contrast, the percentage of working age population (15 to 64 years) had increased to 67.3 per cent from 62.8 per cent. Meanwhile, for the percentage of population aged 65 years old and above also had increased to 5.1 per cent as compared with 3.9 per cent in year 2000. Subsequently, the median age had increased from 23.6 years old in year 2000 to 26.2 years old in year 2010. Refer to Appendix A for more details.

So who is generation Y? According to Williams and Page (2010), generation Y also known as Gen Y, Millennial, Echo Boomers, Why Generation, Net Generation, Gen Wired, We Generation, DotNet, Ne(x)t Generation, Nexters, First Globals, iPod Generation, and iYGeneration. This group of generation, or we

called them group of people was born between the period of year 1977-1994. Besides, according to article with titled “Here Is When Each Generation Begins and Ends, According to Facts - The Atlantic” (n.d.), mentioned that generation Y can be anywhere from the mid-1970s when the oldest were born to the mid-2000s when the youngest were; therefore the questionnaire survey for this study was set between the age from 21 to 40.

Gen Y was grew up in a time of enormous and rapid change environment including essentially full of employment opportunities work environment, dual-income families as the standard, wide range of family types, significant respect for rational and cultural diversity including a sensitive on social awareness, and owned personal computers in the home and schools (Williams and Page, 2010). Besides that, Gen Y is comfortable to a diverse universe which anything seems and nothing is impossible (Hawkins, Mothersbaugh, and Best, 2010), (Dietz, 2003). On the other hand, Gen Y is a generation who are image-driven and makes personal characteristic with their own image too (Himmel, 2008). Lastly, Gen Y also owned individual personalities like open-minded, positive thinking, goal oriented, and highly motivated toward their personal achievement (Williams and Page, 2010).

Refer to the finding from Department of Statistics Malaysia, clearly stated that generation Y was the major and large age group that was the powerful and potential customer’s group for fast food companies in Malaysia. Therefore, this is very important that to further study about the generation Y’s characteristic because this is correlated with Malaysia generation Y fast food consumption behaviour. Furthermore, we also need to study on those relational factors that might direct affect generation Y’s consumption behaviour on fast food.

With the above mentioned characteristics, generation Y will consume more fast food than the other types of food. Why we have such answer? First of all, is regarding those women come from dual income family especially those in married status; with the full employment opportunities environment and dual-income

households, women had spent less time to prepare meal for their family, kids, even for their own. Furthermore, with the characteristic of goal oriented and highly motivated toward perception of success, generation Y especially women will put more effort on their job performance, worked late in the office and rarely spent time for personal. Besides that, generation Y own high motivated toward their personal achievement and this characteristic will affect them, for example, choose to further study in order to enrich their knowledge and benefit their career life. With the mentioned reasons, this had caused generation Y's family will choose fast food as one of their daily menu. This consumption will be test through questionnaire survey for this study.

On the other hand, generation Y was born in advance IT environment era. The advance IT devices that surrounding generation Y was become the main source for generation Y to reach the latest information. According to the research data from World Bank, 67% (all generation) out of the Malaysia's population was the internet user as at year 2013. Besides that, according to the Sun Daily, active internet users in Malaysia have exceeded over 20.1 million, with 16.8 million of the internet user are being active on social media, as at October 2015. Moreover, said by Datuk Jailani Johari, our Deputy Communications and Multimedia Minister, mentioned that the figure was attained was based on the country's broadband dissemination rate which has reached 72.2%, and proved that Malaysians were heading towards a digital world. As such, as a largest age group in Malaysia (refer to Appendix A- finding from Department of Statistics Malaysia), generation Y is easily to receive information sharing by others from internet or social network such as Facebook, Instagram, Twitter etc. and fast food promotion advertisement or pop-up will be easily reach them while they using internet. Appendix B is regarding the frequency of Malaysia's internet user as at year 2013 that able to explain how large the group of Malaysian using internet access to receive information. In conclusion, as generation Y was able to connect and receive to the latest information easily, thus they're belong to a group that obviously get to fast food promotion attractive tactic, therefore generation Y fast food consumption behaviour might be affect by the promotion attractiveness from fast food restaurants.

1.3 Problem Statement

Fast food, a global international business industry, has rapidly grown for decade of years. Usually the first images that people think about fast food are: quick service, convenient to purchase, unhealthy food with low nutrition level and affordable purchase price. As generation Y become more and more important to fast food future business trend, their consumption behaviour become extremely important to analyse and study for most of the company researchers especially for those fast food industry future strategy formulations. For example, refer to The Star Online, quote that most of the Malaysia citizen nowadays was having their meal outside rather than home cooked food; and Appendix C was a snapshot of the country's eating habits and obesity rate. Refer back to our study, generation Y was involved in as well, therefore we shall concern about how generation Y's perception throughout the snapshot and will change the menu follow what they demand. Refer to Appendix C for more details.

Besides that, the purpose of this study is to test whether there have relationship between variables- personal lifestyle, price-quality inference, health issue and promotion attractiveness that influences on Malaysia generation Y toward their fast food consumption behaviour.

The relational factors mention above lead to several fields of this research: (1) Difference individual personal lifestyle will affect the fast food consumption behaviour for Malaysia generation Y. Moreover, (2) the prices and quality of fast food product will affect Malaysia generation Y fast food consumption behaviour too. Besides that, (3) how generation Y think about the input of fast food on health issues point of view and this will affect their fast food consumption behaviour too. Lastly is (4) about the promotion attractiveness. The influences from promotion such as selling price cutting fever, buy 1 free 1 techniques, limited time offered will affect generation Y fast food consumption behaviour too.

1.4 Research Objectives

1. To examine the personal lifestyle in relation with Malaysian generation Y toward their fast food consumption behaviour.
2. To examine the price-quality inference in relation with Malaysian generation Y's fast food consumption behaviour.
3. To examine the health issues in relation with Malaysian generation Y's fast food consumption behaviour.
4. To examine the promotion attractiveness influences in relation with Malaysian generation Y's fast food consumption behaviour.

1.5 Research Questions

The problem definitions of this research can be summarized as below:

1. How does the personal lifestyle of Malaysian generation Y affect fast food consumption behaviour?
2. How does the price-quality inference affect Malaysia generation Y's fast food consumption behaviour?
3. How does the health issue affect Malaysia generation Y's fast food consumption behaviour?
4. How does the promotion attractiveness affect Malaysia generation Y's fast food consumption behaviour?

1.6 Hypotheses of the Study

The hypotheses that are corresponding to the research questions are developed as follow:

H₁: There is a significant positive relationship between Malaysia generation Y's personal lifestyle and their fast food consumption behaviour.

H₂: There is a significant positive relationship between price-quality inference and Malaysia generation Y's fast food consumption behaviour.

H₃: There is a significant positive relationship between health issues and Malaysia generation Y's fast food consumption behaviour.

H₄: There is a significant positive relationship between promotion attractiveness and Malaysia generation Y's fast food consumption behaviour.

1.7 Justification or Significance of the study

By conducting research on this topic, it allows us get to understand more about what are the factors that will affect Malaysia's generation Y fast food consumption behaviour; and how is their characteristic affect their consumption behaviour. Moreover to the fast food organization, they able to know more about the needs and wants from our Malaysia's generation Y and will create and develop some new menu or recipes that suit the generation taste; this is good for their future company business planning. Besides that, with this research, fast food organization able to develop and come out the most effective promotion techniques in order to pursue customers from generation to purchase the products. This helps in avoiding time and money consuming too. The research on this topic not only will helps the fast food organization to enhance their company current performance and sales, but it also will helps in expand their business in Malaysia and increase the organization's competitive advantage within the industry. Besides, this research will contribute in future literature review too.

1.8 Chapter Layout

1.8.1 Chapter 1: Introduction

Chapter 1 is the introduction of the research and will present a clear overview of the research project by discussing industry background, problem definition, research questions, research objectives, hypotheses of the research and justification of the research.

1.8.2 Chapter 2: Literature Review

Chapter 2 review the relevant literature of past researches related to this research project. All the past researches acquired are considers as secondary data such as journals, articles and reports. Firstly, the history of fast food consumption in Malaysia is being discussed. Secondly, through the past researches, relevant theoretical model is reviewed and being adopted for this research. Thirdly, the definition and description for all the four independent variables and one dependent variable are presented. Then, proposed conceptual framework for this research is developed based on the relevant theoretical model. Lastly, hypotheses development for all the four independent variables and one dependent variable are developed.

1.8.3 Chapter 3: Research Methodology

Chapter 3 outlines the research methodology of this research project. All the methods used to analyse the data is referred as research methodology. The research methodology in this chapter includes research design, data collection, sampling

design, research instrument, construct measurement, data processing and data analysis.

1.8.4 Chapter 4: Data Analysis

Chapter 4 will displays the data analysis result done for this research in the form of charts, figures and tables. Descriptive analysis will discusses on demographic profile of respondents and central tendency. Scale measurement discusses on Cronbah's Alpha reliability test, Pearson Correlation and inferential statistic discusses on the Multiple Regression.

1.8.5 Chapter 5: Discussion, Conclusion and Implications

Chapter 5 will include the interpretation of the statistical result done for this research. Discussion of major findings, implication of the study and limitation of the study is included too. Lastly, recommendation for future research will be provided as well.

In conclusion, this chapter presented a summary of the research. Then, research objectives are identified while research questions are developed. Then, hypotheses of the research are mentioned and chapter layout for the whole research is drafted out as well. In chapter 2, literature review, review of relevant theoretical model will be done then a proposed conceptual framework will be developed. Lastly, hypotheses development will be discussed.

1.9 Limitation of Study

There are several research gaps for this study that more or less will affect the research result. First on all, this research assessed only the frequency of eating fast food without accounting for the portions size; this can give more information about the fast food consumption. Besides that, Chen Yu and Seock (2002) stated that further studies with larger sample size of young consumers and random sampling techniques are needed to provide consistent evidence of generalized findings. With the limitation of research cost, man power and also time constraint, it is difficult for conducting the study with large number of sample size.

Then, Goswami (2007) stated that despite of the importance of the youth segment as potential customers, this segment as a separate area of study has not been adequately pursued. Besides that, most of the previous studies and research was only focused on the western countries (Bougoure and Neu, 2010) and there are limited resources of literature from eastern countries. In Malaysia, most of the literature review was only focused on the establishing and legal traits of Western-based fast food restaurants instead of human behaviour throughout consumption of fast food (Azudin and Karaim, 1988). Lastly, the studies should focus upon young consumers from diverse geographical areas. Again due to resources limitation, the targeted sample size which are 200 respondents only allowed to develop for this study.

CHAPTER 2

LITERATURE REVIEW

Basically literature review is a session which is list out and discusses those previous researchers' study about the mention independent variables through the dependent variable. This session is very useful as we will know that what are the previous researcher finding as well as their point of view. There have different views and findings that can used to fully justify this study. In this chapter, literature review of research will be done. This research includes one dependent variable which is fast food consumption behaviour and four independent variables which are personal lifestyle, price-quality inference, health issue and promotion attractiveness. There was the brief explanation regarding fast food industry in Chapter 1; thus, for Chapter 2 - literature review, will begins with the review of all variables. Relevant past researches and review of relevant theoretical models will be discussed as well. Furthermore, proposed theoretical framework and hypotheses development will be carried out.

2.1 Personal Lifestyle

Many of the studies were investigating that the reasons why most of the generation Y likes to take outside food such as fast food, one of the reasons is time constraints. Nowadays, found that Malaysians are increasingly “lack of time” due to longer working hours and hectic social lives, therefore fast food offers them convenience in the sense that quick services that able to provide food ordered to consumer just few minutes of time. (Euromonitor International, 2011a, August, p.1). Most of the generation Y own many unique personal value, roles or characteristic, no matter they are still single or married, include women, large part of their time was spend for example which in their work or their study life, this was become the major cause that generation Y have a high demand on fast food due to less time to prepare food. According to Williams and Page (2010), generation Y was grew up in a time of enormous and rapid change of environmental which including full of women employment opportunities and dual-income of households. In addition, generation Y was in efficient of multi-tasking and this helps them be successful (Koco L., 2006). The work - force achievement and gaining knowledge is important for most of the generation Y and caused them spent less time in preparing food to eat, thus fast food which provide delivering and 24-hours business services are always appear in their menu list.

There are several races at Malaysia and the choices and tastes of the products produce by fast food restaurant are rather important which will affect the quantity of demand. Moreover, generation Y likes products customized for the purpose to suit their taste or their unique needs for their own personalities and product’s brand names are important for them (Williams and Page, 2010). As such, fast food in Malaysia was adjusting accordingly that follow to the taste of preferences and nutritional needs of Malaysian which is an on-going priority. Therefore, fast food restaurant had offered a variety of choices of food and beverages to suit the taste of Malaysian, for example McDonalds offered Sausage McMuffin, Egg McMuffin, Big Breakfast, Hotcakes, and Hash Browns etc which are the choices of breakfast

set. Follow by McChicken, Spicy Chicken McDeluxe, Chicken McNuggets, Ayam Goreng McD (Regular/Spicy), Fillet-O-Fish, Double Cheeseburger, Big Mac etc for lunch and dinner set. Recently McDonald's was come out a new café area for their store called McCafe, which offer different flavours of coffee and tea such as Mocha, Cappuccino, Espresso, Iced Latte, Americano etc to those individual or group would like to take a break (McDonald corporate website-menu page).

2.2 Price-Quality Inference

Price and quality of the product or the services provided to customer will have a big impact on a company's business. According to Goetsch and Davis (1997), stated that quality involves every aspect of a business and is essentially a human emotional experience from the consumer. Consumers demand feel good about what they are purchases, other words is we called it customer's perceived value and this is the feeling that customer should have received when they bought something in the best value. Therefore, consumers will take pride in their relationship which with a company that have a high quality image. Moreover, according to Oakland (2000), it is far broader that in its application than guaranteeing product quality or service quality and states that it is a way of supervise business processes and to ensure the completeness of consumer satisfaction at every stage, no matter is internally and externally.

A lot of studies from previous researchers have provided evidence that many of the consumers use the price indication as a signal to specify the product quality. Consumer obviously thought that higher prices of a product will positively affect product purchase possibilities (Erickson and Johansson 1985; Lichtenstein, Bloch, and Black 1988; Tellis and Gaeth 1990; Zeithaml 1988); some of the Generation Y might own a same thinking like others consumer also. They might be thinking that the expensive and branded product is in good quality and vice versa. The product in low price does not mean that in poor quality. On the other hand, according to

Williams and Page (2010), generation Y pay little attention to quality. Obviously, they'll compare on the product's competitive pricing and will convey based on competitor's selling price or search results through surfing from the internet.

Fast food restaurant was taken a path on providing excellent quality on their products and in affordable price. They believe that delicious taste comes from great quality, and great quality was sourced from the premium and fresh ingredients. For example McDonald's purchased the best from food suppliers such as Nestle, TPC Plus, Cargill, Dinding Poultry, Dutch Lady and Fonterra while following the world strictest food safety and preparation standards (McDonald corporate website-menu page). Besides that, fast food restaurant also have a closely relationship with the Malaysian government for the purposes of to get experts around the world to discover the most effective and high-tech programs and policies to prevent their food safety standards compromised. Moreover, fast food restaurant was offering affordable lunch and dinner sets and those sets was sell in good quality but in affordable price and this is welcome by Malaysia's consumers include generation Y that pay attention on the cheapest price concept.

2.3 Health Issue

Having lunch or dinner out from home was become a normal practices for the dual income family nowadays. Manchestor and Clauson (1994) in their research have analysed that how food expenditure has significantly increased the frequency on eating out; obviously, eating outside will spend more than cook and eat at home. Besides, taxes are included when we purchase outside food was become one of the "fixed" expenses. Moreover, outside food sometime is lack of hygiene. Besides that, outside food especially fast foods are high in calories (Bassett et al., 2008). Obesity, cardiovascular diseases, cancers, diabetes and other diet related diseases are the consequences of such an unhealthy diet (Norimah and Kather, 2003; Satia and Galanko, 2007). According to the study by Ismail (2002), obesity and diet

related diseases remain on the rise. A study by Wan Nazaimoon et al. (2011) observed that 53.1% of the population in Malaysia is either overweight or obese. Referring to the US National Bureau of Economic Research mentioned that 65 per cent of the obesity is caused by the intake of fast food and snacks. Jones et al. (2003) in a study, titled “Return to traditional values? A case study of slow food” highlighted the consequences between the origin of eating food with slow speed and the challenges from fast food industry which with the principle of quick service and indirectly encourage their customer to having meal with the fast speed and this was one of the major caused of global obesity.

Fast foods have caused the obesity issue by selling fast food menu items with high calories and low nutrition value (foods with high fat, high sugar level and high sodium) (Burton et al., 2009). Other than that, some of the researchers found that there was a direct relationship between the visiting frequencies of fast food restaurants and consumer’s body weight. Furthermore, the visiting frequencies of fast food restaurants also owned direct relationship with the primary factors that caused type 2 diabetes (Pereira et al., 2005).

On the other hands, due to the obesity problem regarding fast foods, a lot of countries especially for who suffered under obesity issue for example like United State (US), their governments announced a new law to the fast food industry. Refer to the National Restaurant Association (FDA 2010), as new federal menu-labelling regulations were passed into law in March year 2010. This new regulation required fast food restaurants through 20 or more locations is necessary to include and state the nutrition value on their menus and menu boards. This policy maker estimated that with the new menu-labelling regulations would provide a better knowledgeable choice to fast food consumers for decide on choosing items from fast food menu. In other words to say is, it was projected that with the new regulations, it would help consumers to choose the healthier meals based on the provided nutrition information of fast food menu items. Hence, if those regulations are really practically helpful among consumers when they make their choice to choose healthy meals, the percentage of individuals who are overweight or obese

will be reduce, and relevant disease that to being overweight or obese will be constantly reduce as well.

2.4 Promotion Attractiveness

Promotion can be characterizes as the way of communications that a marketer usually used in the marketplace. Moreover, promotion can be categories under four distinct elements- advertising, public relations, word of mouth and point of sale. First of all, regarding the advertising, it covers any communication that is required to paid certain amount, which from cinema commercials, radio and Internet pop-up through the print media like newspaper and billboards. Besides that, public relations are the way of communications that are not directly paid and this will include press releases, sponsorship, exhibition, conferences, seminars or trade fairs and events. Furthermore, word-of-mouth is an apparently informal communication about the product by normal individuals, fulfilled customers or people need and wants specifically engaged to build word-of mouth motion. Specifically, sales representative usually act an important role for word-of-mouth and Public Relations promotion tactics to promote their products or services to consumer. (William et al. 2006)

Promotion activities bring the meaning of the launching of new product and service, then some business technic has been used by company in order to motivating the demand among the customers and also simplifying the products and services helps in easily sold. Moreover, language, variation facility from customers, values, an individual life style and attitudes will influence different promotion activities (Kotler, 2001). For example, McDonald's recently was introduced brand new burger flavour called "Syok" burger that consist of chicken drumstick meat mixed with spicy flavour with different spice, this is totally suit Malaysian's flavour.

Fast food restaurants usually using promotion techniques to attract consumer intention and eye balls in order to increase their sales volume. Mass media has always been implicated as one of the significant contributors to on this. With the constant and wide exposure to advertising, generation Y are attract and assumed to be influenced by its messages and images.

2.5 Fast Food Consumption Behaviour

Fast food is an international business that fast growing for this decade years. Malaysia also is one of the potential markets that fast food business would like to enter in. The very beginning of fast food restaurant that reached to Malaysia was A&W fast food restaurant which opened at Jalan Tunku Abdul Rahman in year 1961 (Bougoure and Neu, 2010). Thereafter, many of others international fast food restaurants have begun to launch their businesses at Malaysia. As per the Malaysian's demand increased year by year, fast food restaurants franchises increased too. Almost every corner no matter is residential or office lot, we able to find 1 or 2 fast food restaurant near the corner; especially in cities.

Due to more and more of fast food companies enter into Malaysia, the sum of fast food restaurants has increased rapidly. Thus, it is not unanticipated that fast food business in Malaysia had generated billions of Ringgit Malaysia for their sales in a year within Malaysia and it became one of the cash cow industries in Malaysia.

Due to the quick economic development in Malaysia and the influences from foreign culture, Malaysian lifestyle has been changed because of the influence. Thereafter, most of the Malaysian was influenced and become prefer on living in luxury standard and eating out from home habits have caused a transformation in terms of food consume forms, food habits and the way of consume product among Malaysians (Bougoure and Neu, 2010). In addition, as the effect of

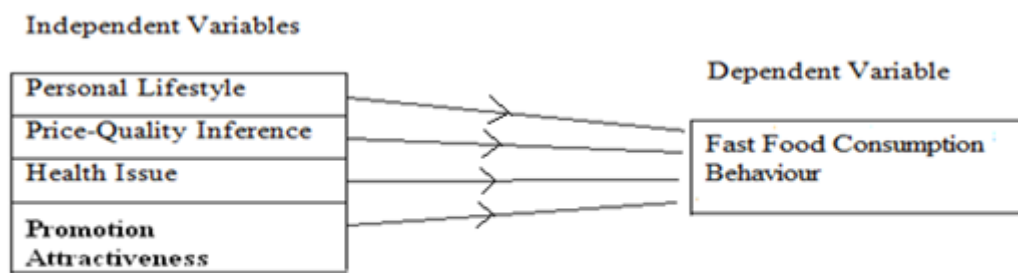
peoples are earned more than before and hold more liquidity in their saving, Malaysians have changed to more materialistic and also affect by their preference to pursue to a higher living and spending standard. Just because of the mentioned reason, people nowadays are work extremely hard, not because to fulfil the basic needs but is to get ahead in a competitive humanity for the purposes to achieve the desired luxury lifestyle. Subsequently, for those dual income families, both of the parents are usually spend fewer hours for their family due to heavy work load and always worked overtime in the office. Therefore, those women especially in married status are busying in their workplace and has linked to the current situation that women having limited time to cook meals for family (ACNielsen, 2006).

Furthermore, the lifestyle of people nowadays has been changed and fast food is one of it that many of them consume regularly. As such, this becomes part of the Malaysian's lifestyle too. For example like when on the way back home from work, or maybe during hang out with friends, or become "night owl" for most of the young people especially during weekend or just order some food as snack during watching video at home, fast food always would be the one that usually they will purchase for (Muhammad Fazli, 2006). Therefore, as more and more Malaysian demand fast food, the supply and fast food restaurants business is also increase, brings a growth of 10 to 15% every year (Malaysian Business, 2000). Between year 1999 to year 2003, the sum number of franchises for the fast food companies in Malaysia had been improved by 34.5% and the industry had been achieved 7% of Compound Annual Growth Rate (Muhammad Fazli, 2006). Fast food is become more popular in Malaysia because of those international fast food companies who have opened their outlets either partnership with Malaysian partners or independently.

2.6 Theoretical Framework

Figure 2.1 below is the proposed conceptual framework that would be used for this research project.

Figure 2.1: Direct Relationship between fast food demand and Generation Y's Personal Lifestyle, Price-Quality Inference, Health Issue and Price Attractiveness



Sourced: Develop for this research

Chapter 3

Research Method

3.1 Introduction

This chapter discuss about the methods and approaches that will be used to gather relevant research information and data for the purpose to test on the hypothesis that mention in chapter one. Research methodology refers to the procedures and modes of investigating the research problems. The information and data collected will be used to analyse the section based on the research hypothesis in order to give a better understanding about the research topic. This chapter include research design, questionnaire design, sampling method, sample of the research, data collection and data analysis.

This research study is to explore about fast food consumption behaviour among generation Y in Malaysia. Survey will be conducted as the research method where it is a research technique to gather and collect data or information from a sample of person who age between 21 to 40 years old through questionnaire. According to Zikmund (2003), three areas include in sampling designs, which are the identification of a target population, sample size and methods of selecting sampling units for reliable estimates of the population. Besides that, collecting

primary and secondary data will be conducted for the purpose of obtain and gather more reliable information.

3.2 Quantitative Research

The main objective of this research is to describe the characteristic of the population using questionnaire. Quantitative method is the main type of research methodology that used to conduct this research. Quantitative methodology provides information which is useful to understand the processes behind observed results and assess people's perceptions of their well-being. According to Zikmund (2003), quantitative research is to determine the quantity or extent of some identified phenomenon in the form of numbers. The data from a sample size then will be gathered to test hypotheses and eventually conclude the finding. In addition, survey will be used to conduct this study. It provides effective, efficient, inexpensive and accurate means of evaluating information about the population. Moreover, Software Package for Social Sciences (SPSS) is used to analyse the collected data.

3.3 Sampling Design

Sampling design is part of the basic business research process. The process of sampling involves defining the target population of respondents, determining the sample size and selecting the sampling technique that relevant in particular research. On the other hand, non-probability sampling is used in order to get the accurate potential respondents to answer the questionnaires. In non-probability sampling the selection of sample elements in not necessarily made with the aim of being statistically representative of the population.

3.4 Target Population

Target population can describe as the accomplish group of objects or elements relevant to the research project. Those target population are significant because they possess the information that research project designed to collect (Joseph and Arthur, 2007). In order to having a better understanding and get the accurate result for the study, survey will be conducted to collect information in the selected company. Therefore, 200 people will be choose from Klang Valley, were choose to be the respondents for this research. Why choose Klang Valley as the location to conduct questionnaire? According to an article from the star online, mentioned that Klang Valley was currently is the home for about 7.2 million people or more than a fifth of Malaysia's total population. Due to the increase of economic level at Klang Valley, the international business community has begun to sit up and take notice. Among the global brands that have already centred their regional operations or services in such as Hewlett-Packard, Siemens, Sony, BMW, IBM, Schlumberger, Shell and British American Tobacco (“The Klang Valley has finally arrived to be in a top spot in world business” The Star Online, 2013); this create a lot of job opportunities and attract a lot of talented and expertise live at Klang Valley include generation Y. Hence, Klang Valley had been choosing to conduct questionnaire survey. Besides, collecting the information need to be more responsiveness about generation Y consumption behaviour on fast food towards the demand of fast food.

3.5 Sample Size

The sample size of this study consists of 200 generation Y respondents who will choose fast food as their one of their meal choice. The sample size is targeted at Klang Valley.

3.6 Sampling Techniques

The sampling method that use for this research study is non-probability sampling. Besides, the non-probability sampling design is to fit into the convenience sampling and purposive sampling. In this sampling method, respondents are selected from the population in non- random manner including convenience sampling. By using convenience sampling may conduct an immediate respond and economical way.

Convenient sampling is used to obtain a sample of convenient elements. Frequently, potential respondents are selected because they occur to be at the right place at the right timing. With the used of convenient sampling, it may allow researchers to collect the information from large number of respondents quickly, efficiency and effectively. 200 of questionnaires has been distribute to respondents who will choose fast food as one of their meal choice. The selection of population sample is based on the personal judgement in order to fulfil the particular requirement of potential respondent's personal characteristics.

3.7 Questionnaire Design

The research questionnaire consist of 3 main sections which are section A, section B and section C. Section A of the question consist of 6 questions that mainly focus on the respondent demographic details which include gender, race, and age. There are fix alternative question in section A, which provide respondent to choose one closest to his or her own viewpoint.

Simple-dichotomy question is a fixed-alternative question that needs the respondent to make a choice from one of two alternatives. Simple-dichotomy question is used in section A.

Example 1:

Gender

- ☐ Male ☐ Female

Besides that, determinant-choice question also used in section A, which is a fixed-alternative question that needs the respondent to choose among several possible alternatives.

Example 2:

Race

- ☐ Malay ☐ Chinese ☐ Indian
☐ Others

Example 3:

Age Group

- ☐ 21-25 ☐ 26-30 ☐ 31-35 ☐ 36-40
☐ 41 and above

In section B of the questionnaire consist of 4 parts that focusing on personal lifestyle, price-quality inference, health issue and promotion attractiveness that choose fast food as one of their meal choice. Each part consists of minimum 5 questions that mainly ask about the questions that will affect respondents' fast food consumption behaviour. While section C consists of 6 questions which the questions will focus respondent's fast food consumption behaviour.

Furthermore, 6 point of Likert Scale rating method which is the interval scale that used to estimate each of the items in the questions under section B of the questionnaires. Likert Scale rating method is to estimate an attitude that designed to allow respondents to identify how strongly of the level of agree or disagree to the questions that range from extremely positive to extremely negative towards an objects that going to test. Each element will be tested on 6 point scales in which

1=Strongly Disagree, 2=Slightly Disagree, 3=Disagree, 4=Agree, 5=Slightly Agree and 6=Strongly Agree that to express their sentiment on their answers given. 6 point scales will help in eliminating possible misinterpretation of midpoint; unfortunately, this will cause respondents to be frustrated to answer and may not be collecting accurate responses. On the other hand, if using a five-point Likert scale, or any Likert scale with an odd number of points, the researcher often unintentionally provides the participant with a “middle ground”. Sometimes, an answer in between the two extremes is the most honest for any given participant. However, participants often choose the midpoint of a Likert scale to avoid actually answering the question. They choose the middle because it is the easiest choice. This becomes a problem when it comes time to analyze the data, as it can skew the results (“What are the advantages and disadvantages of Likert scale?”, Quora, n.d.).

Example 4:

1	Strongly Disagree (SD)
2	Slightly Disagree
3	Disagree
4	Agree
5	Slightly Agree
6	Strongly Agree (SA)

SD ←————→ **SA**

1	I always worked more than 8 hours per day	1	2	3	4	5	6
---	---	---	---	---	---	---	---

3.8 Data Collection

(i) Primary Data

Primary data is one type of data collection method and assembled specifically for the project in hand. It is initial material that collected during research process. It is

also a reliable way to collect data because researcher knows where it came from and it was collected by researcher themselves. There are few methods that can be applied accordingly to obtain primary data such as personal interview, telephone interview, questionnaires and online forums.

In this research, questionnaires choose to be used to collect data from respondent, simply because it can get a fast response from a large number of respondents and get more accurate and reliable result to the entire research study compare to others method as mention above. Besides that, questionnaires provide standardize answer that make it simple to compile data and respondents who fill in the questionnaire will be understand what the questionnaire is asking about.

(ii) Secondary Data

Secondary data is known as data analysis which is more economical and quick sources of information that can be accumulated from the readily available sources. This type of data analysis is much more economical to use for conducting research project and it is also a good way to begin research by using secondary data that had been collected to further support the research project concept. The secondary data that used to conduct this research include journals from academic textbook and database such as Emerald, Proquest, Science Direct, Google Scholar and Yahoo.

3.9 Statistical Method

The statistical method is the process of analysis which begins after the questionnaires and survey are done and results are collected. An important consideration which surveys is that respondents clearly know information about their behaviour and/or attitudes is being collected.

(i) Reliability Analysis

The reliability of a measure is recognised by testing on both consistency and stability. It indicates that extent to which it is without any bias and hence ensures the consistent of measurement across the time and across the various items in the instrument. Therefore, the instrument measure the concept is being indicated and helps to assess the “goodness” of a measure (Sekaran, 2003). In this research, Statistical Package for Social Sciences (SPSS) is used to test the reliability of the research’s result. SPSS conducts the analysis quite simply when the investigator nominates the items to be included and provides a proper statistic. If the answer is near to the reliability coefficient which is 1.0, the better the result. Normally, reliabilities less than 0.60 are considered as poor, those in the 0.70 range are acceptable level, and those over 0.80 good and those more than 0.90 are considered as excellent (Bryman, 1990).

(ii) Frequency Analysis

Frequency distributions were obtained for all the personal data or classification variables. The researchers are using SPSS version 19.0 to test the result. Some of the descriptive statistics such as frequencies analysis are used to measure the demographics of gender, race and age. The data were then will be displayed as bar chart, table, histograms, pie charts, by clicking on “Graphs” in the SPSS menu for the purpose of providing a clearer view to the readers. This analysis provides readers the overview of how the selected respondents respond to fast food based on different in gender, race and age.

(iii) Pearson Correlation Analysis

Through the use of Pearson Correlation Analysis, the hypotheses are able to test and prove or justify whether there is a significant relationship between independent

variables and dependent variable with indication of how strong the relationships are. Pearson Correlation Analysis is usually value range from -1.0 to +1.0. If the value of r is 1.0, there is perfect positive correlation. However, when the value of r is -1.0, there is a perfect negative correlation; $r = 0$ indicates that there is no correlations. A correlation coefficient indicates both magnitudes of the linear relationship and the sign indicates the direction of the relationship. Therefore, if the result falls into the range of -1.0 to 1.0, there is a significant relationship between that both variables and should accept the alternative hypothesis (H1) and reject the null hypothesis (H0). Yet, if the result is equal to 0.0, there is considered as no significant relationship between the both independent variable and dependent variable, so accept H0 and reject H1.

(iv) Multiple Regression Analysis

Multiple regression analysis is an addition of bivariate regression analysis, which allows the concurrent investigation of the influence of two or more independent variables on a single interval scaled dependent variable (Zikmund, 2003). A separate regression coefficient then is calculated for each independent variable that defines its individual relationship with the dependent variable.

3.10 Pilot Test

Pilot test is known as the pilot study to generate primary data and usually for quantitative analysis. It is also a small scale experimental research technique that uses sampling but not apply rigorous standard and usually conduct before the questionnaire had been distributed to the main respondent. Furthermore, it seems same with the pre-testing the main objectives, which is to minimize the error that have been appear in the questionnaire and allows the researcher have the opportunity to determine the quality of their questionnaire.

20 copies of questionnaire have been distributed to a small group of people to get their responds and feedbacks. This is an experiment before the questionnaire distributes to the main respondents and it will provide us to make an adjustment and discover the problem of questionnaire survey in the early stage. In addition, it also reduces the ambiguous question and answer which brings different meaning, so the pilot test will help to improve the error of the questionnaire and get the accurate data in the primary data collecting process.

Table 3.1 Reliability Statistics from Pilot Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.886	.895	5

Based on the reliability statistic table above, the result had been evaluated by the SPSS software. The results are based on 20 copies questionnaire that distributed to respondents for the purpose to discover the error. It shows a very good result for the questionnaire design because the Cronbach Alpha is above 0.7, which means it had a high reliability to the questions.

As conclusion, in Chapter 3, all of the methodology used for the research is being discussed. In addition, sampling design, data processing and data analysis that include SPSS, are being discussed. Chapter 4 will be discussing in details all the analyses and interpretation of the result derived from the response of the survey questionnaires distributed.

CHAPTER 4

RESEARCH RESULT

4.1 Introduction

Chapter 4 will describe in detail the outcome or results of the research project based on the data analysis done by using Statistical Package for Social Science (SPSS) version 19. There are three parts for this chapter. Firstly, the descriptive analysis will be describing on the demographic profile of the target respondents. Secondly, the variety of tests was used such as frequency analysis, Pearson Correlation Matrix and Multiple Regression Analysis to run the hypotheses to see whether there is a relationship between both dependent and independent variables.

The survey questionnaires were distributed randomly through convenience sampling method. Total of 200 questionnaires were distributed and all of the questionnaires had answered and returned. For instance, most of the answers were in “agree” and “disagree” for the likert-scale rating questions. As such, total of 200 questionnaires were used for the research.

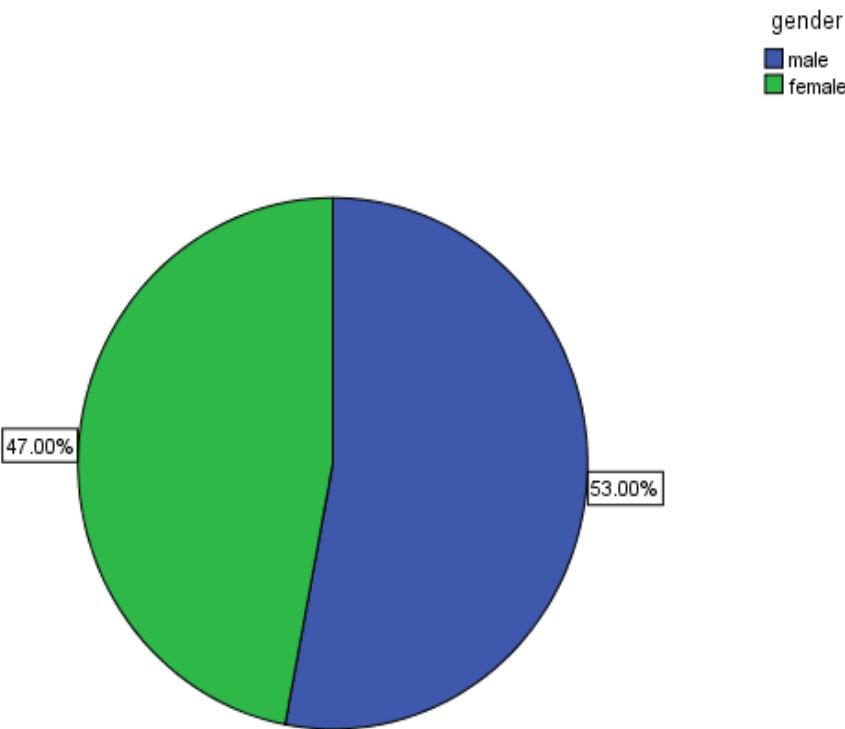
4.2 Frequency Analysis

4.2.1 Gender

Table 4.1: Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	106	53.0	53.0	53.0
	female	94	47.0	47.0	100.0
	Total	200	100.0	100.0	

Figure 4.1: Gender



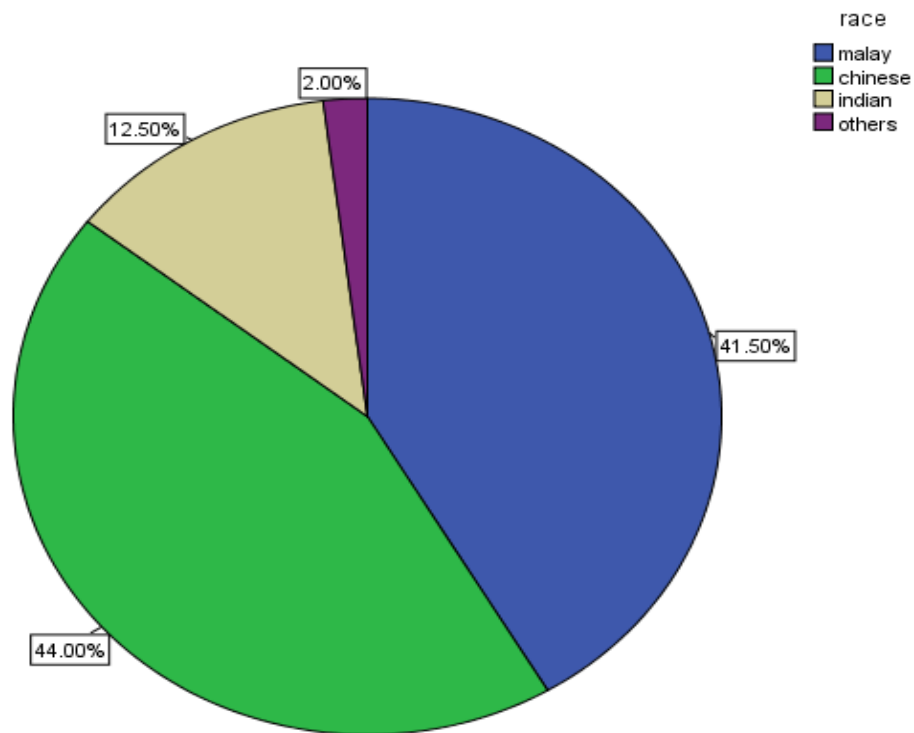
From the result generated, the data that have been collected from the questionnaires survey had keyed in into the Statistical Package for Social Sciences (SPSS) software and the result have showed in Table 4.1, there are 47% for female and 53% for male. Besides that, it clearly shows that there is almost equally distribution between male and female from the result. Therefore, it indicates, that the both gender respondents are contributing equivalent in the questionnaires survey.

4.2.2 Race

Table 4.2: Race

Race		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	malay	83	41.5	41.5	41.5
	chinese	88	44.0	44.0	85.5
	indian	25	12.5	12.5	98.0
	others	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

Figure 4.2: Race



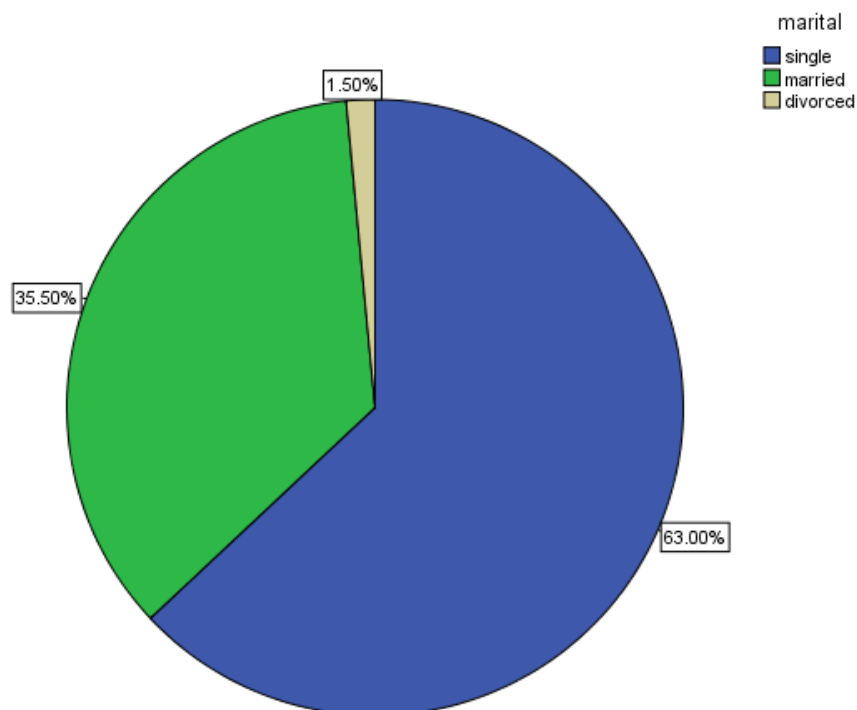
The pie chart above represents different races of the respondents. Chinese represent the large portion which comprised of 44% of respondents. Besides, Malay takes up 41.50% of the total respondents. Moreover, Indian consists of 12.50% of respondents and 2% is from others races.

4.2.3 Marital status

Table 4.3 Marital status

marital		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	126	63.0	63.0	63.0
	married	71	35.5	35.5	98.5
	divorced	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

Figure 4.3 Marital status



Refer to the pie chart above, shows that majority of this survey, those respondents was in single marital status, which is 63%. Moreover for married status, there are 35.50% and in divorced status, was 1.50%.

4.2.4 Age

Table 4.4 Age

age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-25	31	15.5	15.5	15.5
	26-30	66	33.0	33.0	48.5
	31-35	73	36.5	36.5	85.0
	36-40	30	15.0	15.0	100.0
	Total	200	100.0	100.0	

Figure 4.4 Age Group

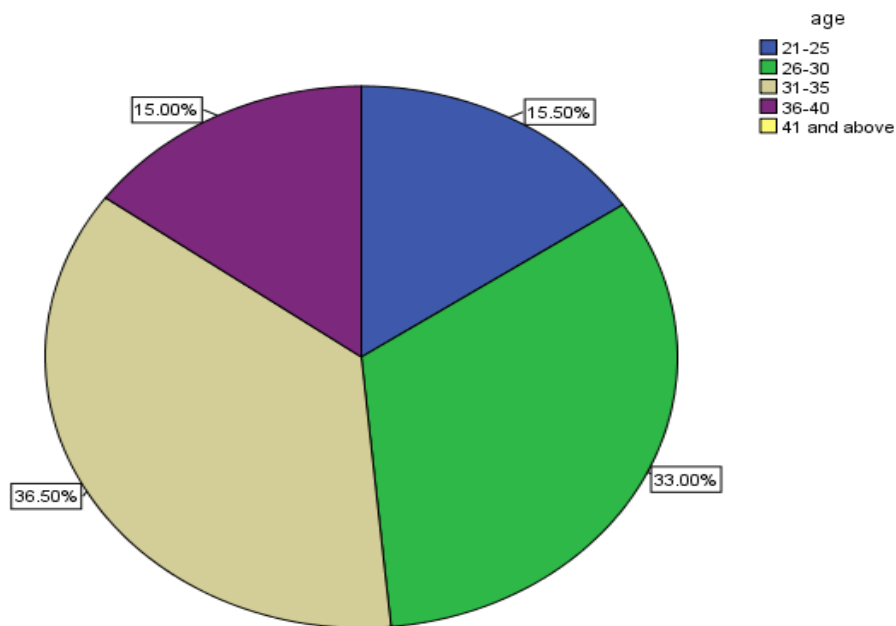


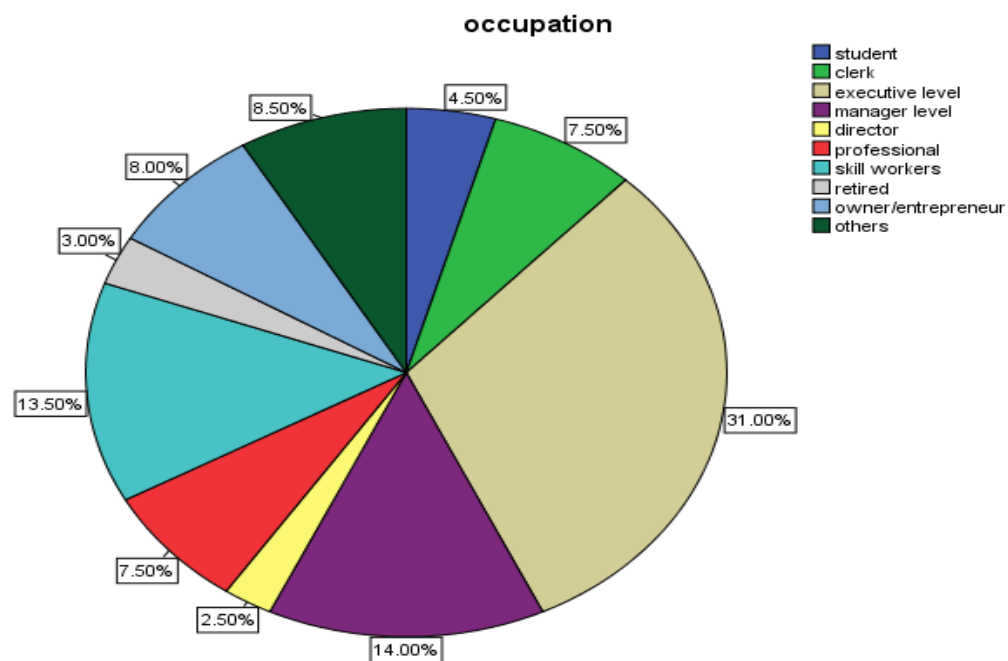
Table 4.4 shows the different age group. From the pie chart, the majority of the respondents are around the age group of 31 to 35 years old, which comprised of 36.50% of respondents out of 200 respondents and 33% of respondents are from the age group of 26 to 30 years old. Besides, age group between 21-25 years old consist of 15.50% of respondents and 15% was the age group between 36 to 40 years old.

4.2.5 Occupation

Table 4.5: Occupation

occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	9	4.5	4.5	4.5
	clerk	15	7.5	7.5	12.0
	executive level	62	31.0	31.0	43.0
	manager level	28	14.0	14.0	57.0
	director	5	2.5	2.5	59.5
	professional	15	7.5	7.5	67.0
	skill workers	27	13.5	13.5	80.5
	retired	6	3.0	3.0	83.5
	owner/entrepreneur	16	8.0	8.0	91.5
	others	17	8.5	8.5	100.0
	Total	200	100.0	100.0	

Figure 4.5: Occupation



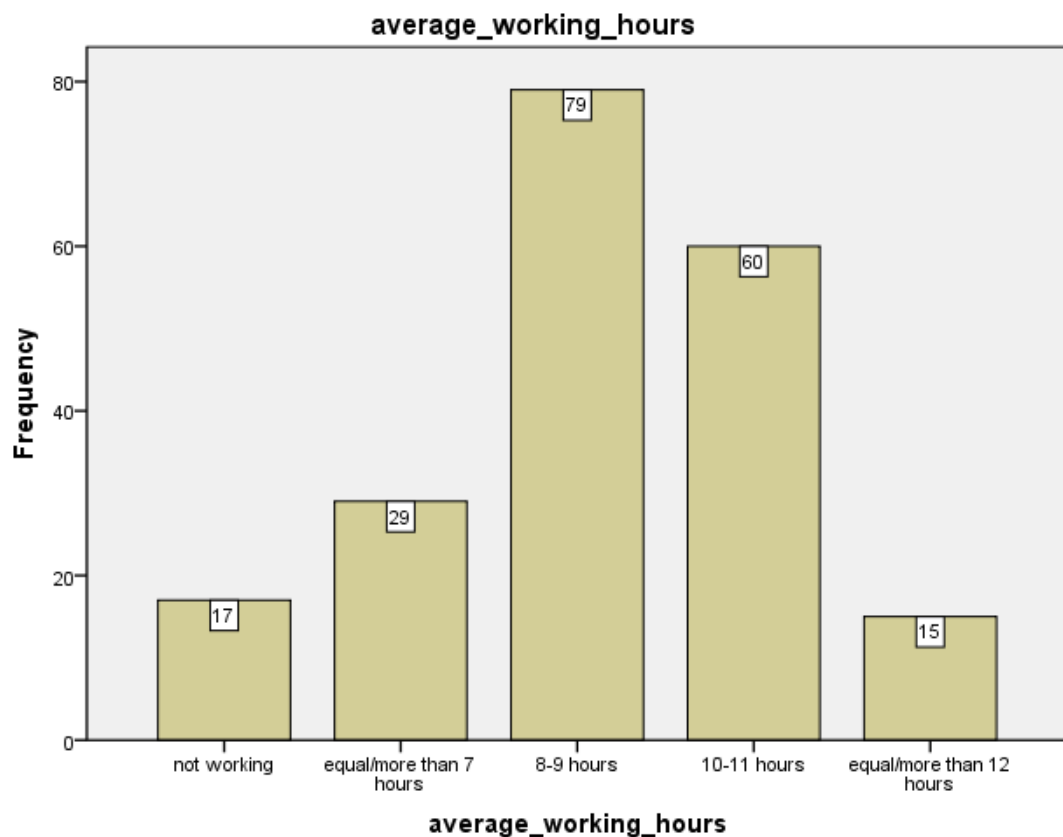
According to the above pie chart, the major respondents for this questionnaires survey were from executive level, which consist of 31% out of the 200 respondents. Besides, second higher would be from manager level, which consist of 14%. Furthermore, 13.5% were from skill workers, 8.5% from others, 8% for owner/entrepreneur, 7.5% professional and clerk, 4.5% for student, 3% for retired and 2.5% for director.

4.2.6 Average working hours per day

Table 4.6: Average working hours

average_working_hours		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not working	17	8.5	8.5	8.5
	equal/more than 7 hours	29	14.5	14.5	23.0
	8-9 hours	79	39.5	39.5	62.5
	10-11 hours	60	30.0	30.0	92.5
	equal/more than 12 hours	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

Figure 4.6: Average working hours



From the bar chart above, the highest frequency were 8 to 9 hours of the average working hours per day, who consist of 79 respondents out of 200 and equal to

39.5%. The second highest would be 10 to 11 average working hours per day, consist of 60 respondents out of 200 and equal to 30%. Furthermore would be equal or more than 7 hours consist of 14.5% of respondents, not working consist of 8.5% of respondents and equal or more than 12 hours, consist of 7.5% of respondents.

4.3 Pearson Correlation

4.3.1 Correlation between Personal Lifestyle and Fast Food Consumption Behaviour

Table 4.7: Correlation of Personal Lifestyle and Fast Food Consumption Behaviour

Correlations			
		fast_food_consumption_behaviour	personal_lifestyle
fast_food_consumption_behaviour	Pearson Correlation	1	.636**
	Sig. (2-tailed)		.000
	N	200	200
personal_lifestyle	Pearson Correlation	.636**	1
	Sig. (2-tailed)	.000	
	N	200	200

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

H₁: There is a significant positive relationship between Malaysia generation Y's personal lifestyle and their fast food consumption behaviour.

Table 4.7 indicated that the relationship between Malaysia generation Y's personal lifestyle and their fast food consumption behaviour, from Pearson Correlation method. The result showed that personal lifestyle toward fast food consumption behaviour is at 0.636 with the p-value 0.000 at 99% confident level. It has a moderate positive relationship between Malaysia generation Y's personal lifestyle and their fast food consumption behaviour. This represent Malaysia generation Y's personal lifestyle has moderate influence to their fast food consumption behaviour. N represents the sample size of survey as 200 respondents. As researchers assumed that the significant level is 0.01 and the p-value 0.000 is less than 0.01 thus accept H₁. Therefore, there is a significant relationship between Malaysia generation Y's personal lifestyle and their fast food consumption behaviour.

4.3.2 Correlation between Price-Quality Inference and Fast Food Consumption Behaviour

Table 4.8 Correlation of Price-Quality Inference and Fast Food Consumption Behaviour

Correlations

		fast_food_consumption _behaviour	price_quality_ inference
fast_food_consumption_be haviour	Pearson	1	.612**
	Correlation		
	Sig. (2-tailed)		.000
	N	200	200
price_quality_inference	Pearson	.612**	1
	Correlation		
	Sig. (2-tailed)	.000	
	N	200	200

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

H₂: There is a significant positive relationship between price-quality inference and Malaysia generation Y's fast food consumption behaviour.

Table 4.8 have showed that the relationship between price-quality inference and Malaysia generation Y's fast food consumption behaviour, from Pearson Correlation method. The result showed that price-quality inference toward fast food consumption behaviour is at 0.612 with the p-value 0.000 at 99% confident level. It has a moderate positive relationship between price-quality inference and Malaysia generation Y's fast food consumption behaviour. This represent price-quality inference has moderate influence to Malaysia generation Y's fast food consumption behaviour. N represents the sample size of survey as 200 respondents. As researchers assumed that the significant level is 0.01 and the p-value 0.000 is less than 0.01 thus accept H₂. Therefore, there is a significant

relationship between price-quality inference and Malaysia generation Y's fast food consumption behaviour.

4.3.3 Correlation between Health Issue and Fast Food Consumption Behaviour

Table 4.9 Correlation of Health Issue and Fast Food Consumption Behaviour

Correlations

		fast_food_consumption behaviour	health_issue
fast_food_consumption_Pearson Correlation		1	.627**
behaviour	Sig. (2-tailed)		.000
	N	200	200
health_issue	Pearson Correlation	.627**	1
	Sig. (2-tailed)	.000	
	N	200	200

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

H₃: There is a significant positive relationship between health issues and Malaysia generation Y's fast food consumption behaviour.

Table 4.9 have showed that the relationship between health issue and Malaysia generation Y's fast food consumption behaviour, from Pearson Correlation method. The result showed that health issue toward fast food consumption behaviour is at 0.627 with the p-value 0.000 at 99% confident level. It has a moderate positive relationship between health issue and Malaysia generation Y's fast food consumption behaviour. This represent health issue has moderate influence to Malaysia generation Y's fast food consumption behaviour. N represents the sample size of survey as 200 respondents. As researchers assumed that the significant level is 0.01 and the p-value 0.000 is less than 0.01 thus accept H₃. Therefore, there is a significant relationship between health issues and Malaysia generation Y's fast food consumption behaviour.

4.3.4 Correlation between Promotion Attractiveness and Fast Food Consumption Behaviour

Table 4.10 Correlation of Promotion Attractiveness and Fast Food Consumption Behaviour

Correlations

	fast_food_consumption_behaviour	promotion_attractiveness
fast_food_consumption_behaviour	1	.644**
Sig. (2-tailed)		.000
N	200	200
promotion_attractiveness	.644**	1
Sig. (2-tailed)	.000	
N	200	200

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

H₄: There is a significant positive relationship between promotion attractiveness and Malaysia generation Y's fast food consumption behaviour.

Table 4.10 have showed that the relationship between promotion attractiveness and Malaysia generation Y's fast food consumption behaviour, from Pearson Correlation method. The result showed that promotion attractiveness toward fast food consumption behaviour is at 0.644 with the p-value 0.000 at 99% confident level. It has a moderate positive relationship between promotion attractiveness and Malaysia generation Y's fast food consumption behaviour. This represent promotion attractiveness has moderate influence to Malaysia generation Y's fast food consumption behaviour. N represents the sample size of survey as 200 respondents. As researchers assumed that the significant level is 0.01 and the p-value 0.000 is less than 0.01 thus accept H₄. Therefore, there is a significant relationship between promotion attractiveness and Malaysia generation Y's fast food consumption behaviour.

4.4 Multiple Regression Analysis

Table 4.11 Multiple Regression of Personal Lifestyle, Price-Quality Inference, Health Issue and Promotion Attractiveness

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754 ^a	.568	.560	.19735

a. Predictors: (Constant), promotion_attractiveness, price_quality_inference, health_issue, personal_lifestyle

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.005	4	2.501	64.223	.000 ^a
	Residual	7.594	195	.039		
	Total	17.599	199			

a. Predictors: (Constant), promotion_attractiveness, price_quality_inference, health_issue, personal_lifestyle

b. Dependent Variable: fast_food_consumption_behaviour

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.504	.092		5.478	.000
personal_lifestyle	.123	.050	.205	2.468	.014
price_quality_inference	.086	.050	.141	1.731	.085
health_issue	.171	.039	.271	4.372	.000
promotion_attractiveness	.191	.043	.283	4.422	.000

a. Dependent Variable: fast_food_consumption_behaviour

H₅: Personal Lifestyle, Price-Quality Inference, Health Issue and Promotion Attractiveness do significantly explain Malaysia generation Y's fast food consumption behaviour.

For the coefficient table, the researcher can develop a linear equation between fast food consumption behaviour and the 4 independents variables which include Personal Lifestyle, Price-Quality Inference, Health Issue and Promotion Attractiveness. Fast food consumption behaviour = 0.504 + 0.123 PERSONAL LIFESTYLE + 0.086 PRICE-QUALITY INFERENCE + 0.171 HEALTH ISSUE + 0.191 PROMOTION ATTRACTIVENESS + ϵ .

The model summary table shows $r^2 = 0.568$, which indicates the four independent variables in this study explain 56.8% of the dependent variable. In order to determine the effect of the independent variable, the beta value is evaluated. As shown by the coefficient table, its shows that highest beta value is 0.283, which is the promotion attractiveness, followed by health issue which is 0.271, personal lifestyle which is 0.205 and price-quality inference which consist of 0.141. The promotion attractiveness shows the highest beta value, which indicated that promotion attractiveness will influence the most of Malaysia generation Y's fast food consumption behaviour.

In this chapter, all of the respondent's demographic profile has been analysed under descriptive analysis. Under scale measurement, all the six constructs have been tested with reliability test and result proved to be reliable. As for inferential analysis, Pearson Correlation and Multiple Regressions of the constructs are being discussed. For Chapter 5, the researchers will look into the discussion and conclusion of the whole research. After making conclusion, implications for the research will be discussed in detailed.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter presents the discussion of the research which includes the further interpretation of the research result, the implications of the findings and as well as recommendation. In details, this chapter summarizes all the statistical analysis of descriptive, Pearson Correlation, Multiple Regression analyses in the preceding chapter. Besides, the researchers also further explain and carry on to the findings to justify the research objective and developed hypotheses. Moreover, limitations encountered by the researchers throughout the research project will be pointed out. Thus, the researchers will explain the recommendations in detail for future research purpose and lastly, will be ended with a short conclusion.

5.2 Discussion on Research Results

5.2.1 Descriptive Analyses

5.2.1.1 Demographic profile

There are total of 200 respondents that have participated in completing the questionnaires. In the demographic profile, there are 106 female respondents

(consist on 53%) and 94 male respondents (consist of 47%). Majority respondents are female.

Meanwhile, about the races of respondents, there are 83 Malay (consist of 41.5%), 88 Chinese (consist of 44%), 25 Indian (consist of 12.5%) and 4 from other races (consist of 2%). Majority respondents are Chinese.

Besides that, regarding the marital status of the respondents, 126 are single (consist of 63%), 71 married (35.5%) and 3 are divorced (consist of 1.5%). Majority of respondents are single.

Moreover, regarding the age group, there are 31 respondents are between age 21 to 25 (consist of 15.5%), 66 respondents are from age 26 to 30 (consist of 33%), 73 respondents are from age 31 to 35 (consist of 36.5%), 30 respondents are between age 36 to 40 (consist of 15%) and nil respondents are from age 41 and above. The majority of respondents of this questionnaires survey are from age group 31 to 35.

Furthermore, regarding the occupation, 9 respondents are student (consist of 4.5%), 15 respondents are clerk (consist of 7.5%), 62 respondents are from executive level (consist of 31%), 28 respondents are from manager level (consist of 14%), 5 respondents are director (consist of 2.5%), 15 respondents are professional (consist of 7.5%), 27 respondents are skill workers (consist of 13.5%), 6 respondents are retired status (consist of 3%), 16 respondents are owner or entrepreneur (consist of 8%) and lastly 17 respondents are from others occupation (consist of 8.5%). Thus, the majority of the respondents are from executive level.

Lastly is about the average working hours per day. 17 respondents are not working (consist of 8.5%), 29 respondents are worked less or equal to 7 hours average per day (consist of 14.5%), 79 respondents are worked between 8 to 9 hours average per day (consist of 39.5%), 60 respondents are worked 10 to 11 hours average per day (consist of 30%) and 15 respondents are worked equal or more than 12 hours

per day (consist of 7.5%). The majority of respondents for this questionnaire survey are worked between 8 to 9 hours average per day.

5.2.2 Discussion on Pearson Correlation

The main purpose of this research study was focuses on the relationship between personal lifestyle, price-quality inference, health issue and promotion attractiveness toward fast food consumption behaviour among generation Y in Malaysia. Table 5.1 below showed a summary of the hypothesis testing's result.

Table 5.1: Summary of the Result of Hypothesis Testing

Hyphothesis	Significant Value	Supported/ Rejected
H ₁ : There is a significant positive relationship between Malaysia generation Y's personal lifestyle and their fast food consumption behaviour.	.636	Supported
H ₂ : There is a significant positive relationship between price-quality inference and Malaysia generation Y's fast food consumption behaviour.	.612	Supported
H ₃ : There is a significant positive relationship between health issues and Malaysia generation Y's fast food consumption behaviour.	.627	Supported
H ₄ : There is a significant positive relationship between promotion attractiveness and Malaysia generation Y's fast food consumption behaviour.	.644	Supported

Sourced: Developed from the research

5.2.2.1 Personal Lifestyle

The first hypothesis had been tested, which the relationship between Malaysia generation Y's personal lifestyle and their fast food consumption behaviour. The outcome shows that there is significant relationship between personal lifestyle and

fast food consumption behaviour. There is reliable and identical way in the literature review part which is the personal lifestyle. Based on the literature review, it proves that there is a significant with the fast food consumption behaviour.

Refer back to the frequency of average working hours per day; most of the respondents were worked average 8 to 9 hours per day, the second higher would be 10 to 11 hours per day. This clearly shows that Malaysia's generation Y was spent quite long time for their working hours in a day. Moreover, those women who in dual income household nowadays will have the most of time pressure. Similarly, unbalanced work hours were the most repeatedly reported cause of time pressure. Moreover, long working hours constrains time available, possibly influencing the amount of time that can be spent in alternate ways (eg, gather with family members, cooking, shopping for food). On the other hands, long working hours also consumes our mental resources; hours of overtime work have been related with difficulty to psychologically free our mind and affect the ability to relax after work.

Besides busy working life, generation Y also spend a lot of time to enjoy their precious life such as hang around with friends and enjoy movie outside, family trip during weekend etc. Moreover, much of the younger included generation Y was a "night owl" especially during weekend, this was most of the reasons that generation Y in Malaysia changed their ways of eating and also what type of foods that they consume. For them this is the way to enjoy life and also to balance with their busy work life. This is often happened in cities rather than rural areas. Therefore, eating outside home has becomes one of the current trend for Malaysia generation Y nowadays.

With all the reason caused time constrain and also pressure faced due to lack of time, this will affect an individual the behaviour to prepare food, such as planning on eat certain meals and plan to cooking meals in advance; this require consume of time and resources but then may be easily interrupted by work-related factors. As the challenges in balancing work and leisure live, this will caused changes in

Malaysia generation Y's fast food consumption behaviour as they will consume more fast food than before due to its conveniences to buy and also less hour spent to "prepare food", no matter is for self or family members.

5.2.2.2 Price-Quality Inference

The second hypothesis had been tested, which is the relationship between price-quality inference and Malaysia generation Y's fast food consumption behaviour. The outcome shows that there is significant relationship between price-quality inference and fast food consumption behaviour. Based on the literature review, it proves that there is a significant with the fast food consumption behaviour.

As stated in literature review, consumer likes and prefer to spend on "feel good" products, another word means high perceived value product. Perceived value can be define as the value of product can be considered as the compromise between what the product can provide to the customer and what the customer willing to pay to buy the products. According to the literature review in Chapter 2, researchers in different fields of study conceptualized a model of perceived value as the connecting link between quality, sacrifices, and satisfaction. The findings of these studies show that value significantly effects satisfaction and consumption behaviour. For the customer point of view, as long as the product offered reasonable price and guarantees satisfaction, there will be a high perceived value among the customers. In addition, this has been tested through questionnaires survey.

Most of the people simultaneously believe that low prices mean good value; and low prices mean low quality. There was different point of view from generation Y, they believes that price don't equal to quality of product. Through the questionnaires survey, we get to know that respondents owned positive point of view on price-quality factor. Through the questions that answered by respondents, found that fast food prices does not equal to its quality. This is similar like customers used to go shopping during sales period but they no longer believed

they were getting a good deal. Most of the generation Y's perception is fast food restaurant selling standardized product and they was taken a path on providing excellent quality on their products and in affordable price to their consumers.

In the inactive economy market nowadays in Malaysia, most of the citizen include generation Y was search and thinking the way to save money and thus, food which in balance of price and quality like fast food will be the first choice for them who thinking of having food at outside of house.

5.2.2.3 Health Issue

The third hypothesis had been tested, which is the relationship between health issue and Malaysia generation Y's fast food consumption behaviour. The outcome shows that there is significant relationship between health issue and fast food consumption behaviour. Based on the literature review, it proves that there is a significant with the fast food consumption behaviour.

Although most of the fast food restaurants in Malaysia are provides fried foods as their major choice of food, but doesn't equal to unhealthy. Through the questionnaires survey we found that Malaysia generation Y was concern about their healthy and this is significant with their fast food consumption behaviour. As such, we can see that there are some fast food restaurants are "highlighted" healthy fast food such as Kenny Rogers Roasters was using their slogan "less salt less calories", Subway was serving fresh, delicious, made-to-order sandwiches etc as they targeted those Malaysian who concern about healthy in eating fast food.

Refer to the questionnaires survey from respondents, although generation Y in Malaysia was concern about their health, but there is different when they make their choice to consume foods. According to Malaysia's health minister- S Subramaniam, almost 18 per cent of the country, five million people, had been classifying as obesity. A further 30 per cent are overweight. "We are very multicultural and we have a great variety of foods and the culture of eating is part

and parcel of daily life," he said. "The type of food we eat is very high-calorie, and we have to concede we eat more food than we need." This is not purely fast food, but also the mind set of generation Y choose the type of food is related to their healthy (*Obesity statistics ring alarm bells in Malaysia - Al Jazeera*). Fast food is not purely categories as "unhealthy" foods of product, but this is depending on how people make their choice to consume foods.

5.2.2.4 Promotion Attractiveness

Promotion is important for all kind of businesses. Fast food restaurants were taking effort in this too. The fourth hypothesis had been tested, which is the relationship between promotion attractiveness and Malaysia generation Y's fast food consumption behaviour. The outcome shows that there is significant relationship between promotion attractiveness and fast food consumption behaviour.

Most of the fast food franchises were budgeting high amount in their promotion segment, this not only to compete with other competitors, but also is one of the effective way to retain and attract more customers to consume their products. The word "promotion" is significantly with our human psychological thinking, as link to some things or product is worth to consume; generation Y also can't exclude from this.

There are several ways that fast food restaurants used to promote and attract customers; first will be use samples as a trial amount of a product. For example McDonald's offered a cup of coffee and an apple pie for RM1. Normally the coffee was selling separately but due to the promotion, it was designed to get customer to try the pie. This is good in the way that attract consumers to consume at the same time can test the market when introducing new products or new flavour of the product. On the other hands, fast food restaurant also frequently use "buy one get one free" treats in fast food restaurant is to attract customers. Besides that, free items like toy that come along with the product also is one of the effective way that fast food restaurant to promote their product. The power of promotion

attractiveness was clearly stated in following examples, McDonald's free Minion's Toy with any purchase of their Happy Meals product. Most of Malaysia especially the young age group was "chasing" through the toy than the products. Large part of the consumer purchased Happy Meals is not because of the "meal" for their hunger, but is because of the free Minion's toy with the purchase of Happy Meal. Most of them consume that either is for their kids or as the personal collection. Besides, promotion tactics such as McDonald's value meal, KFC's lunch saver concept was owned a high level of acceptance by Malaysian include generation Y too.

5.2.3 Discussion on Multiple Regression Analysis

Based on the analysis in Chapter 4, it is found that the 4 independents variables which include Personal Lifestyle, Price-Quality Inference, Health Issue and Promotion Attractiveness portray a relatively moderate relationship with the dependent variable examined, which is fast food consumption behaviour. This can be prove by the multiple regression equation- Fast food consumption behaviour = $0.504 + 0.123 \text{ PERSONAL LIFESTYLE} + 0.086 \text{ PRICE-QUALITY INFERENCE} + 0.171 \text{ HEALTH ISSUE} + 0.191 \text{ PROMOTION ATTRACTIVENESS} + \epsilon$. From the multiple regression tables, the model summary table display a r^2 value of 0.568, indicating that four independent variables explain 56.8% of the independent variable.

Through SPSS analysis, we get the moderate relationship result between dependent and independent variables. In this field, it would be because of this survey is related to predict human consumption behaviour on fast food and humans are simply hard to predict as there have no one fixed "formula" to predict how human nature think about. Furthermore, human will always influence by many factors include family members, friends, current trends, personal behaviour, financial status and many more; thus this will be the limitation when collecting the data, or other words to say is respond from respondents. On the other hands, moderate relationship result in this study may be caused by the number of respondents. In this study, 200 respondents have been set as the sample size. Some of the research

should involve more respondents in order to determine and test their relationship clearly especially those related to human behaviour.

Furthermore, although this questionnaires survey brings moderate R-squared value, indeed the statistic is significant predicted. From the research, the result shows that the promotion attractiveness affects the most to the fast food consumption behaviour. As generation Y, with actively attracting by new information, will highly influence by promotion from fast food restaurants. Moreover, as mentioned before, with the inactive economy market nowadays in Malaysia, generation Y mostly will be attract by the promotion items from fast food restaurant in order to save money. Besides that, price-quality inference variable was affect the least to the fast food consumption behaviour among generation Y. Through the questionnaires survey, found that Malaysian generation Y quite believe the quality of food that fast food restaurants provided. In addition, with the mind set of “low price does not equal to low quality” principle, generation Y in Malaysia shows less impact on this variable throughout their consumption behaviour.

5.3 Limitation and Recommendation

There are a lot of limitations while conducting this particular research project. Those problems include distributing the questionnaires, collecting the research data and so on. Limitations are minimized in this area in order to get more accurate result and wide information on this research topic.

The major limitation that had been encountered during the research is about how to design the suitable questionnaire to respondents and the scope of distributing the questionnaire. When design the questionnaire survey, there required studying a lot of related journals to come out the most suitable questions for the purpose to conduct the survey. As some of the journals and study from other researchers might be not up to date or different point of view in the sense that different in geographical areas, trends, etc might cause the questionnaire design. Furthermore, due to the time, cost and man power constrain, the questionnaire that distributed is limited to just certain area in Klang Valley; although this questionnaire can be done through online survey, but this depends on the respond of those selected respondents as most of them will ignore the questionnaire survey as this didn't bring any benefits to them. This constraint also happened when delegate the physical survey forms to public. This was become one of the major limitation that affecting the accuracy of the questionnaire's result.

Furthermore, due to the limitation that only distribute questionnaire to certain areas in Klang Valley who consist most Chinese residents, therefore will get unequal result based on the races vary in the sample size. Besides, due to this survey is on human behaviour, most of the respondents are try to spend lesser time in answering the questionnaires survey, therefore most of their answer was in moderate level, which are concentrate on "agree" or "disagree", this also is one of the answer that why research result show in moderate relationship.

On the other hand, there is limitation of Multiple Regression analysis too. The major conceptual limitation of all regression techniques is that we can only

ascertain relationships. For example, person become obesity is because he likes to eat fast food frequently; therefore there is a significant relationship between eating fast food toward obesity. As for Multiple Regression analysis, analysis that fast food have the positive relationship with obesity; unfortunately obesity happened may because of other reason such as lack of exercises.

There are some recommendations for future researchers so that researchers have a clearer picture towards similar respective research's area. These recommendations ease the researchers in conducting research in the future.

First of all, future researchers are encouraged to develop a larger sample size in order to enhance the accuracy and reliability of the data and results. The number of sample size to be suggested to enlarged to 500 respondents instead of 200 respondents. Besides that, future researchers are encouraged to remain the consistency among the races, age ranges and education level by distributing the same amount of questionnaires to the targeted group. In addition, the scope of distributing the questionnaire should be wider other than only focus on certain areas. By doing so, the result of questionnaire will be more comprehensive. Whereas, if questionnaire able to distribute across the states, will getting the result of equal races of respondent and contribute to comprehensive result.

Apart from that, future researchers are advised to reserve more time for distribution of questionnaires so that researchers have more time to find more suitable and qualified respondents. It is impossible to complete data collection in a short period for sample sizes as big as 500 respondents. Next, researchers are suggested to explain the elements to the respondents if the respondents found it a bit confused in answering the questions. It is also to avoid respondents simply answering the questions. Respondents may need some explanation to have a better understanding so that the researchers will have a more accurate and reliable data and information.

Besides, future researchers are encouraged to check out other variables that will manipulate the dependent variable. As mentioned early, the result of moderate relationship for this study might be because of exclude other variables as well.

Another recommendation would be how to use analysis system for example like SPSS. After gather the respond or we can call it data from respondents, we've to analyse it and in this study SPSS had used to analyse the data accordingly. In the midst of analysis the data, something there are no idea which are the suitable method to analyse it. This involved a lot of study about how to use SPSS. Moreover, the interpretation is important to after the data has been analysed. Therefore for future researchers, recommend that study and understand clearly about the analysis system that going to be used for research, can be attend some related courses or training to get to know more deeply before conduct the survey.

5.4 Conclusion

From the overall research that have done, the finding have indicate that the four independent variables which included personal lifestyle, price-quality inference, health issue and promotion attractiveness was significantly related to fast food consumption behaviour according to the respondents. However there is still many more aspect can also affect the fast food consumption effectively besides depending on these 4 independent variables.

Although the four independent variables have the significant relationship with fast food consumption behaviour, but due to moderate relationship, more justification and research is required in future. Fast food consumption behaviour incurs human behaviour, means will not consistent all the time or in future. For example for one of the variable-health issue, this will be have strong relationship with fast food consumption behaviour as generation Y in future maybe will concern more and take related action in health issue as the increases of obesity in Malaysia.

As fast food consumption behaviour was from human perception and point of view, this can be affect by external and internal factors that caused the changes in future research study. Therefore, related study should be conduct perpetually for the purposes of to get to know what Malaysia generation Y thinking about, why they have such perception and what have been affected them to have such point of view. The result may be different in future and this is important for future researchers to know more about Malaysian's generation Y fast food consumption behaviour.

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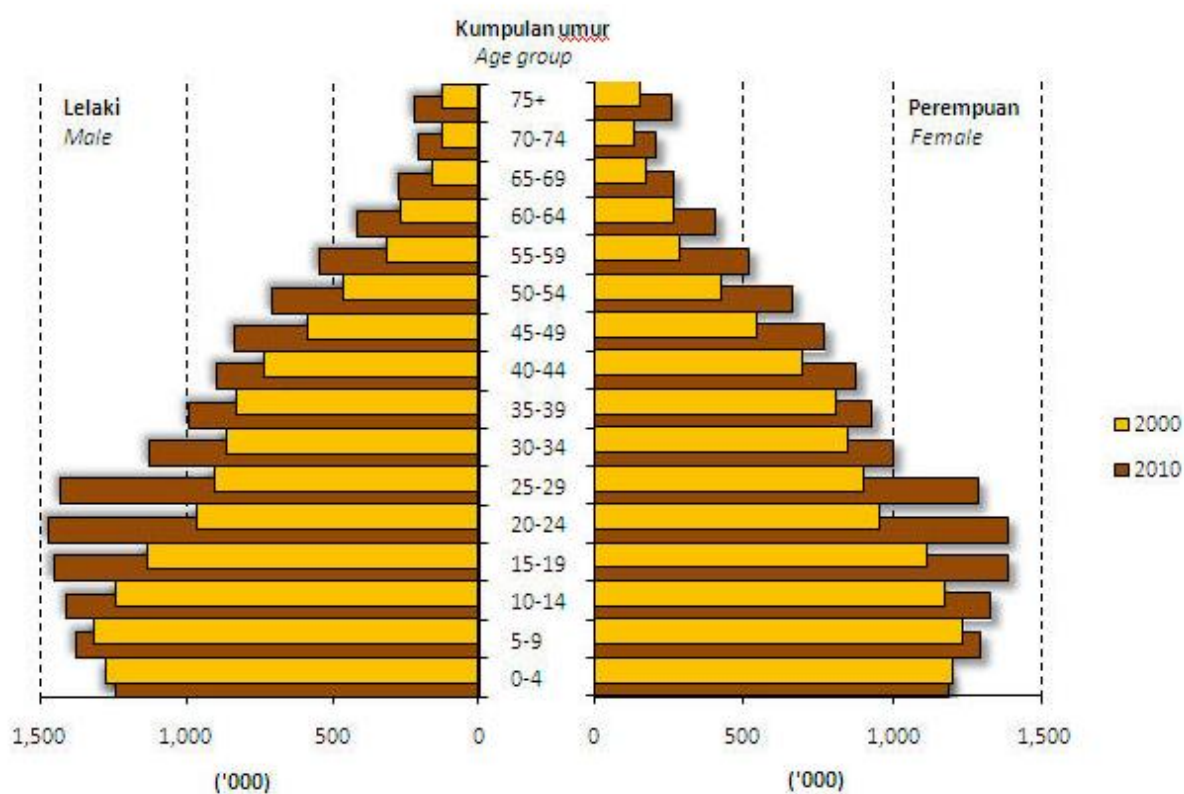
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APPENDIX

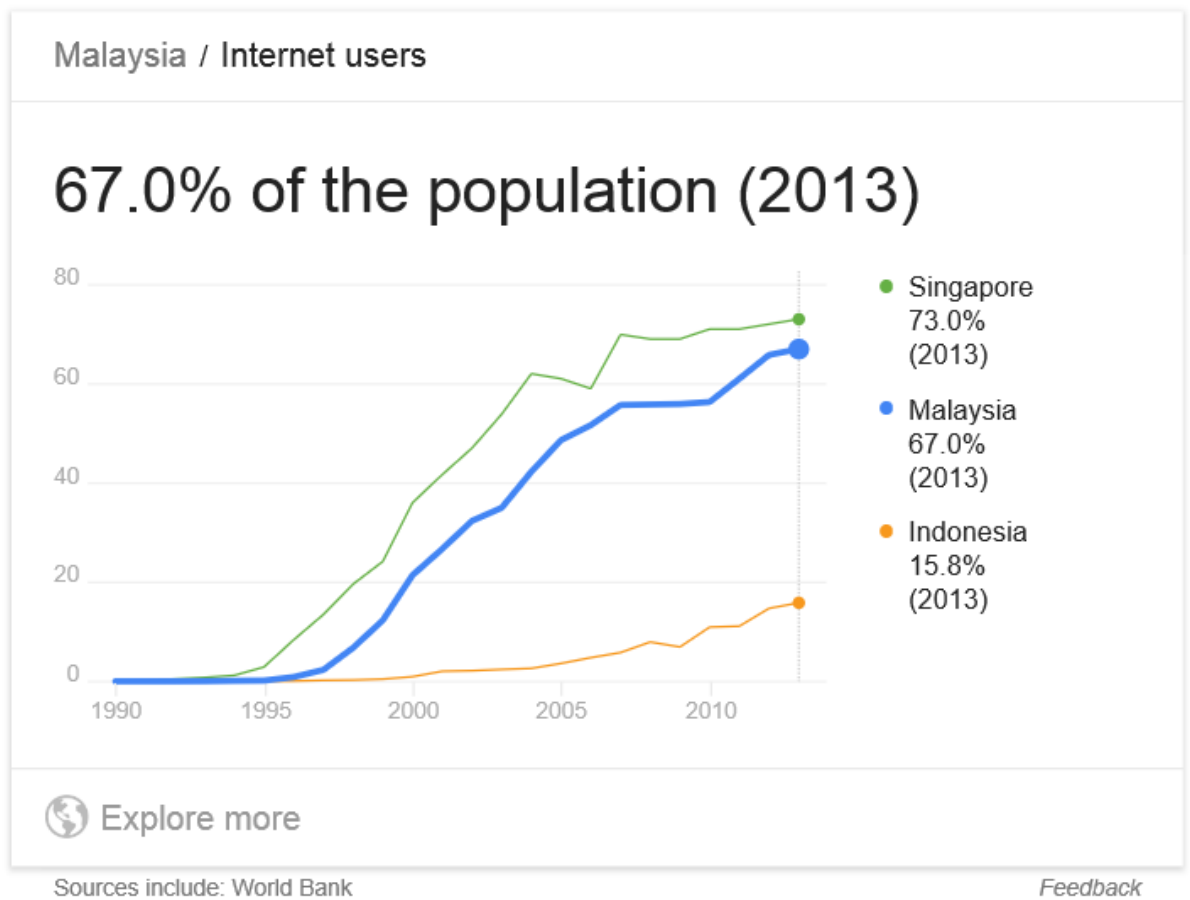
Appendix A

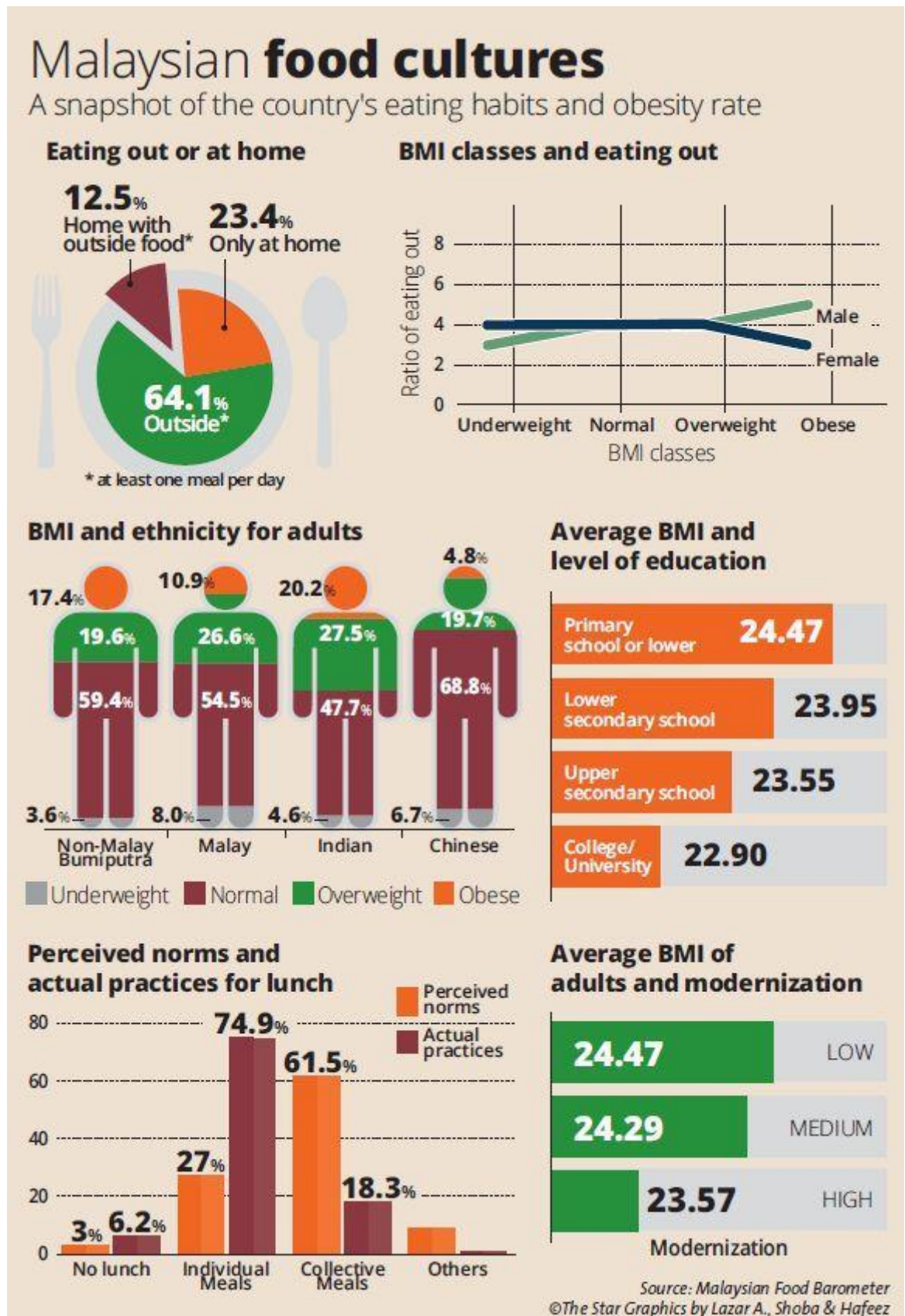
Carta 8: Bilangan penduduk mengikut jantina dan kumpulan umur, Malaysia, 2000 dan 2010
Chart 8: Number of population by sex and age group, Malaysia, 2000 and 2010



Sourced from Department of Statistics Malaysia official portal

Appendix B







UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT (FAM)

MASTER OF BUSINESS ADMINISTRATIONS

Research Questionnaire

Research Topic: Fast Food Consumption Behaviour Among Generation Y In Malaysia

Dear Participant,

I am a student that currently pursuing Master of Business Administration in Faculty of Accountancy and Management at Universiti Tunku Abdul Rahman (UTAR). Currently, I am conducting the above mentioned study as my final year research project. As part of the fulfilment of this project, I am required to conduct the research. This survey attempts to explore on fast food consumption behaviour among generation Y in Malaysia.

The objective of this research project is to study the generation Y's consumption behaviour on fast food in Malaysia. This study is important to fast food industry in terms of strategy formulation.

Enclosed with this letter is a brief questionnaire and you are invited to complete the questionnaire and your kind participation are truly appreciated. I would like to thank you for sparing your precious time to fill in this questionnaire.

The questionnaire requires approximately 10 minutes to complete and all of the individual response will be kept strictly confidential. If you have any questions about the survey, I am glad to provide you with further information.

This questionnaire is prepared by:

Name: TAN LEE YING Student ID: 13UKM05006

E-Mail Address: lytan86@hotmail.com

Questionnaire

Section A-Demographic

Guideline: please tick on ONE statement that is relevant to you.

1. Gender

- ☐ Male ☐ Female

2. Race

- ☐ Malay ☐ Chinese ☐ Indian ☐ Others

3. Marital Status

- ☐ Single ☐ Married ☐ Divorced

4. Age Group

- ☐ 21-25 ☐ 26-30 ☐ 31-35 ☐ 36-40
☐ 41 and above

5. Occupation

- ☐ Student ☐ Clerk ☐ Executive Level
☐ Manager Level ☐ Director ☐ Professional
☐ Skill Workers ☐ Retired ☐ Owner/Entrepreneur
☐ Others

6. Average Working Hours per day

- ☐ Not working ☐ ≤ 7 hours ☐ 8-9 hours ☐ 10-11 hours
☐ ≥ 12 hours

Section B-Factors that Affect Fast Food Consumption Behaviour

Based on your personal experience, please indicate the degree of your agreement and disagreement with each statement by circle one number (1 to 6).

1	Strongly Disagree (SD)
2	Slightly Disagree
3	Disagree
4	Agree
5	Slightly Agree
6	Strongly Agree (SA)

Personal Lifestyle

SD ←————→ SA

1	I always worked more than 8 hours per day	1	2	3	4	5	6
2	I seldom prepare meals for my own and my family	1	2	3	4	5	6
3	I perform exercises 3 times or more a week	1	2	3	4	5	6
4	I am having my health screening once a year	1	2	3	4	5	6
5	I slept 7 hours per day	1	2	3	4	5	6

Price-Quality Inference

SD ←————→ SA

1	Fast food restaurants offer food with reasonable price	1	2	3	4	5	6
2	The price that I paid for fast food guarantees my satisfaction	1	2	3	4	5	6
3	The foods offered by fast food restaurants are safe to eat	1	2	3	4	5	6
4	The foods offered by fast food restaurants have good quality	1	2	3	4	5	6
5	The foods offered by fast food restaurants have nutrition value	1	2	3	4	5	6
6	The foods offered by fast food restaurants have good taste	1	2	3	4	5	6

Health Issue

SD ←————→ SA

1	I will follow and use the Healthy Food Pyramid to plan my daily food choices	1	2	3	4	5	6
2	I will read and check the nutrition information before I consume fast food	1	2	3	4	5	6
3	Calorie labels would affect what I order at a fast food restaurant	1	2	3	4	5	6
4	I am aware of disease that will affect me from consumption of fast food	1	2	3	4	5	6
5	Taking fast food frequently may cause obesity	1	2	3	4	5	6

Promotion Attractiveness

SD ←————→ SA

1	I am often attracted by the fast food promotion leaflet come along with the newspaper	1	2	3	4	5	6
2	I will purchase certain meals because of the free items that come along with the meals	1	2	3	4	5	6
3	I love the “value meal” concept offered by the fast food restaurant	1	2	3	4	5	6
4	I always purchase “buy 1 free 1” meal	1	2	3	4	5	6
5	I love the fast food item that offered during the festive season/limited time only	1	2	3	4	5	6
6	I often ate my breakfast in fast food restaurant due to the “free flow” of beverage	1	2	3	4	5	6

Section C-Fast Food Consumption Behaviour

Following is the second section of the survey. It will ask you questions that aim to gain a further understanding of your fast food consumption behaviour the last time you had fast food. Record your response to the questions by selecting from the available options.

1. Frequency of visiting fast food restaurants in a month?
 - ☐ 0-5 times
 - ☐ 6-10 times
 - ☐ 11-15 times
 - ☐ More than 15 times
2. When is your last visit to the fast food restaurant?
 - ☐ Less than a week
 - ☐ 1-2 weeks ago
 - ☐ 3-4 weeks ago
 - ☐ Over 4 weeks
3. How did you purchase the items you consumed the last time you ate fast food?
 - ☐ Take away
 - ☐ Drive-thru
 - ☐ Dine in
4. On this occasion, did you purchase a “meal deal” (multiple items packaged together for a single price)?
 - ☐ Yes
 - ☐ No
5. Which meal occasion below best describes your fast food consumption?
 - ☐ Breakfast
 - ☐ Lunch
 - ☐ Dinner
 - ☐ Supper
 - ☐ In between meals snack
6. In a day how many meals you replace with fast food?
 - ☐ One
 - ☐ Two
 - ☐ More than two

- THANK YOU VERY MUCH FOR COMPLETING THIS QUESTIONNAIRE -