



**A STUDY ON FACTORS INFLUENCING JUNK FOOD CONSUMPTION BEHAVIOR AMONG
HUMAN RESOURCE STUDENTS AT UiTM MALACCA CITY CAMPUS**

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“DECLARATION OF ORIGINAL WORK”

I. HAZILA FIQA BINTI HASSIM (930819-06-5250)

Hereby, declare that:

This work has not previously been accepted in substances for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.

This project paper is the result of my independent work and investigation except where otherwise stated.

All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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“DECLARATION OF ORIGINAL WORK”

I. SITI NOR BINTI MOHAMED (930126-06-5362)

Hereby, declare that:

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Signature: _____

Date: _____

LETTER OF SUBMISSION

Program Coordinator

Bachelor of Business Administration (Hons) HRM

Faculty of Business and Management

Universiti Teknologi Mara

Kampus Bandaraya Melaka

Dear Sir/Madam

SUBMISSION OF PROJECT PAPER (HRM 663)

Enclosed here is the research entitled “**FACTORS INFLUENCING JUNK FOOD CONSUMPTION BEHAVIOR AMONG HUMAN RESOURCE STUDENT AT UiTM MALACCA CITY CAMPUS**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

We hope this report will fulfill the requirement of Bachelor of Business Administration with Honors and also achieved the objectives of this study.

Thank you.

Yours sincerely,

HAZILA FIQA BINTI HASSIM

2014451506

Bachelor of Business Administration (Hons) HRM

ABSTRACT

The study of junk food consumption behavior among Human Resource students at UiTM Malacca City Campus is aimed to have an in depth analysis of factors influencing junk food consumption behavior among university students. The research takes up an exploratory approach and used primary data from sample survey conducted on a quota sample to arrive to conclusions. The factors to be investigated in the study were identified from secondary literature. Survey was conducted among a sample of students through distribution of questionnaires. SPSS were being used to analyze the survey data. Female Human Resource students give more respond to the survey about the factors influencing junk food consumption behavior compared to male students. The research indicates that factors like cost (price), convenience, peers influences and advertising are having an influence in making students choose to consume junk foods. The findings of the research lead to the conclusions that the factors influencing junk food consumption behavior among students at UiTM Malacca City Campus was peers influences and advertising.