FACTORS INFLUENCING MILLENNIAL CHOICE OF FAST FOOD AT EAST COAST OF MALAYSIA

NUR FAZLIN BINTI PAKHRI
(2014377511)
NORAZLEENA BINTI MOHD ZUBRI
(2014599959)

This undergraduate report (HTM655) submitted in partial fulfilment of the requirement for the degree of

BACHELOR OF SCIENCE (HONS) IN FOODSERVICE MANAGEMENT - HM242

Universiti Teknologi Mara (UiTM), Malaysia

December 2017
DECLARATION

I hereby declare that the work contained in this research was carried out in accordance with the regulations of University Teknologi MARA and is our own except those which have been identified and acknowledge. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us in accordance with UiTM’s rules and academic regulations.

Name of Student : Nur Fazlin Binti Pakhri

: Norazleena Binti Mohd Zubri

Matrix No : 2014377511

: 2014599959

Program : Bachelor of Science (Hons.) Foodservice Management (Hm242)

Faculty : Faculty of Hotel & Tourism Management UiTM Terengganu

Research Title : Factors Influencing Millennials Choice of Fast Food at East Coast of Malaysia

Name of Supervisor : Norazlina Binti Rahmat

Signature

Date : 17th December 2017
ABSTRACT

The objective of the study is to differentiate between males and females in East Coast of Malaysia pattern of menu choices at Fast Food. The main purpose is to identify the factors that influence millennials in choosing fast food at East Coast of Malaysia which including the factors which are price, location of restaurant, brand image of restaurant and taste of food. The survey was distributed to all millennials from East Coast of Malaysia Kelantan, Pahang and Terengganu. The respondents of this study were from 18 to 29 years old and this important information was highlighted when the researcher distributed the questionnaire. The questionnaire was distributed via Facebook and WhatsApp application because the researcher thought most of the millennials were the user for these applications. There is significant difference showed in the objective because of the factors of choosing fast food like price, location, taste, and brand. Most of the respondents chose to strongly disagree with the factors of choosing fast food that were listed. For the second objective, there was no significant difference showed because there were many females who responded to this questionnaire than the male which 79.7% of the respondents were female. This indicated that female respondents were more likely to buy fast food.
## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Chapters</th>
<th>Contents</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Declaration</td>
<td></td>
<td>i</td>
</tr>
<tr>
<td>Abstract</td>
<td></td>
<td>ii</td>
</tr>
<tr>
<td>Acknowledgements</td>
<td></td>
<td>iii</td>
</tr>
<tr>
<td>Table of Contents</td>
<td></td>
<td>iv</td>
</tr>
<tr>
<td>List of Tables</td>
<td></td>
<td>vii</td>
</tr>
<tr>
<td>List of Figure</td>
<td></td>
<td>ix</td>
</tr>
<tr>
<td>List of Appendices</td>
<td></td>
<td>x</td>
</tr>
</tbody>
</table>

### 1 INTRODUCTION

1.1 Overview 1

1.2 Background 1

1.3 Problem Statement 4

1.4 Research Objectives 5

1.5 Research Questions 5

1.6 Significance of the Study 5

1.7 Limitations of the Study 6

1.8 Summary 7

### 2 LITERATURE REVIEW

2.1 Introduction 8

2.2 Fast Food 8

2.2.1 History of Fast Food 9

2.2.2 Fast Food Consumed 9

2.3 Millennial Food Consumption 10

2.4 Fast food in Malaysia 12

2.5 Factors of Fast Food Consuming 13
3 METHODOLOGY
3.1 Introduction
3.2 Subject Selection
  3.2.1 Sample Size
  3.2.2 Sampling Probability (Target Population)
3.3 Instrumentation
  3.3.1 Pilot Test
3.4 Data Collection Method and Procedure
3.5 Assessment of Internal Reliability
3.6 Summary

4 RESULT AND DISCUSSION
4.1 Introduction
4.2 Demographic Profile
  4.2.1 Gender of Consumer
  4.2.2 Age of Consumer
  4.2.3 Educational Level
  4.2.4 State of Consumer
  4.2.5 Current Profession
  4.2.6 Average Expenses
4.3 Consumption Pattern
  4.3.1 Eating Reason
  4.3.2 Eating Frequency
  4.3.3 Eating Time
  4.3.4 Consumption Pattern on Menu Choices
4.4 Descriptive Variables
  4.4.1 Trust on Brand
  4.4.2 Famous Brand
  4.4.3 Halal Brand
  4.4.4 Brand Presentation
  4.4.5 Brand Feedback