

**FAST FOOD RESTAURANT INDUSTRY SCENARIO IN MALAYSIA:  
COLLEGE STUDENTS' PERCEPTIONS**

**PREPARED BY:**

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Assistant Vice Chancellor (Research)  
Research Management Institute (RMI)  
UiTM Shah Alam

Sir,

**FINAL RESEARCH REPORT ON “FAST FOOD RESTAURANT INDUSTRY  
SCENARIO IN MALAYSIA: COLLEGE STUDENTS’ PERCEPTIONS”.**

Attached herewith are 4 (four) final research reports on “Fast Food Restaurant Industry Scenario in Malaysia: College Students’ Perceptions” by a research team from the faculty of Hotel and Tourism Management.

Thank you.

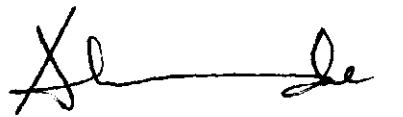
Sincerely,



**AHMAD ESA ABDUL RAHMAN**  
Leader  
Research Project

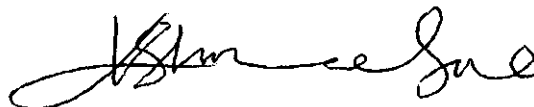
**PROJECT TEAM MEMBERS**

AHMAD ESA ABDUL RAHMAN  
PROJECT LEADER



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Signature

SHARIFAH NADZRAH SYED OMAR  
Member



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Signature

## **ABSTRACT**

The proliferation of fast food restaurants is one of the most notable developments in the Malaysian foodservice industry. The sector has grown at a rapid rate over the past 20 years. Despite the continuing debate in western countries about fast food's role and contributions toward the deterioration of public health, the industry is believed to be benefiting from current local demographic trends, urbanization and changing lifestyles. Given that college students are considered as major customers of the fast food industry, it is noteworthy to investigate how they perceive the industry in Malaysia. The study initially explores college students' perceptions of fast food restaurant's service quality. It also examines the attributes that influence consumer preferences for fast food restaurants and analyses different fast food brand positions in the college market. This quantitative study was conducted at various public and private higher learning institutions in Klang Valley. A survey was conducted through distributing questionnaires to college students from different academic programs. A total of 1000 self-administered questionnaires were distributed with a 98.5% response rate. Using quantitative analysis, the data was computed and analyzed by using SPSS program. The results indicate that college students perceive fast food restaurants in Malaysia to be of a high quality. Their fast food restaurant choices were strongly influenced by the restaurant's cleanliness, consistency of menu items, and location. The results further suggest that McDonald's is the strongest fast food brand in Malaysia, followed by KFC and then Burger King, giving a clear dichotomy between those restaurants that have an established image and those that have not. Marketers need to identify the factors that local customers consider more important when making a decision on the selection of a fast food restaurant, and their marketing strategies should have a sound understanding of consumer perceptions and preferences and how they differ across different cultures.

## **ACKNOWLEDGEMENTS**

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A special gratitude to our wonderful family, we are grateful for their emotional support, encouragement and love. To our friends and colleagues at the Faculty of Hotel and Tourism Management, UiTM, thank you very much. These people have contributed in ways too numerous to mention.