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**CONSUMERS' PREFERENCE AND CONSUMPTION
TOWARDS FAST FOOD: EVIDENCES FROM MALAYSIA**

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Abstract

This study aims to understand consumer preference relating to the fast food in Malaysian market. Moreover, this paper seeks to investigate the trend and pattern of fast food consumption and the importance of various factors affecting the choice of fast food among Malaysian consumers. Findings suggest that expenditure for fast food mostly goes to fried chicken, while instant noodles are the least. Moreover, food safety, speed in delivery and food taste suitability has been found as the main influential factors for purchasing the fast food. On the contrary, quality, freshness, easy to cook, and cleanliness are the second priority. Furthermore, 'Halal' status has been indicated as the most important factor for the Muslim consumers. Survey method using convenience sampling has been carried out for conducting this study. Therefore, further research targeting a more diverse group of consumers employing random sampling can provide greater generalization.

Keywords – Consumer preference, Fast-food consumption, Malaysian consumers

Introduction

In recent years, the major food consumption trend in urban parts of developing countries is that more consumers are eating increasingly more meals outside of their homes and most of the growth in away-from-home eating has been in the fast food sector (Kaynak et al., 2006). The interest shown at the national and international levels concerning the fast food is derived from the scarcity of time in a competitive, dynamic and urban fast life (Platania and Donatella, 2003). According to Atkins and Bowler (2001), emphasis is increasingly being placed on quick meal solutions due to the busier consumer lifestyle and dual-working families with children. Consumers lead increasingly busy lives, meaning that the time available to cook meals is being squeezed between work and leisure commitments. Cooking for many has ceased to be a leisure activity and instead is a chore. Consequently, this has placed more emphasis on fast food items. Fast-food is a rapidly growing industry in the world as well as in Malaysia, especially in the urban areas. Moreover, the food diversity in Malaysia is an implicit characteristic of the diversified culture of the country amongst the different regions within the states.



Traditionally, Malaysians like to have home-cooked meals. However, going along with the times and due to the increasing awareness and influence of the western culture, there is a great shift in food consumption patterns among urban Malaysian families. Hence, studying this issue in the Malaysian context will provide deeper insights to the fast food industries, and consumer and government policy makers.

Motivation of the Study

There has been a sustained increase in the demand for convenience foods and snacks over a number of years (Traill, 1994; Keynote, 2003). The global expansion of fast-food markets prepared the way for a rise in the number and power of multi-national fast-food corporations (Schlosser, 2001). Initially, due to the cultural mismatch the multinational fast-food outlets faced the challenges of getting acceptance by the Malaysian consumers. Today, the fast-food industry is being adapted to Malaysian food requirements and is a growing phenomenon in Malaysia. However, as per the authors' knowledge, little researches have been done in this field, especially in developing countries like Malaysia. Moreover, factors affecting consumers' choice to purchase fast food can vary in a great way in Asian countries than West. Taken this opportunity into account, the current study has tried to fill this gap by exploring this issue using the country specific measures. As fast-food consumption has gained the acceptance primarily in Malaysian youths and the younger generations, the young consumers have been considered as the subject of the study. This paper sets out (i) to understand consumer preferences relating to fast food, (ii) to investigate the trend and pattern of fast-food consumption of students and (iii) to explore the influential factors that may affect the choice of fast-foods of consumers. In the following sections, a brief relevant recent literature has been reviewed. Next, methodological discussion has been carried out, and lastly, a conclusion has been drawn followed by the managerial implication, limitation and future research direction.

Literature Review

Fast food

Fast foods are quickly prepared, reasonably priced, and readily available alternatives to home cooked food. 'The free dictionary' has defined fast food as "inexpensive food, such as hamburgers and fried chicken, prepared and served quickly". According to Goyal and Singh (2007), fast food is the world's fastest growing food type and it is quick, reasonably priced and readily available alternatives to home cooked food. While convenient and economical for a busy lifestyle, Data Monitor (2005) defined fast food as food and drinks for immediate consumption either on the premises or for consumption elsewhere. For the purpose of this study, we defined fast-food as specialized food that can be prepared in short time for immediate consumption either on the premises or elsewhere and relatively inexpensive.

Fast-food preferences and consumption patterns

Last twenty years have seen a revolution in consumer tastes, helped by cooking programs, overseas travel and growing cultural and ethnic diversity. These have broadened consumer tastes and helped make the takeaway and fast food market more



sophisticated (Richardson and Aguir, 2003). Kara et al. (1995) found that a major food consumption trend in the USA and Canada was towards eating more meals outside homes. This trend was predicted to be accelerating.

As working consumers and those with children have less time, more adults are eating on the move, usually at the fast-food outlets and with takeaways. Platania and Donatella (2003) found that these outlets are often positioned at convenient locations, catering for these needs, e.g. the motorway service areas, roadsides, transport terminals, shopping malls as well as parks and, more recently, workplaces. According to Kara et al., (1995) the American consumers at the ages of 12 to 24 years looked for the variety, price, delivery service and location, whereas the Canadian consumers looked for prices and novelties. When identifying fast food restaurants, the age group of 46 to 55 years of Americans showed their concerns particularly on cleanliness, nutritional value, quality and taste. The Canadians gave preference to nutritional value and seating capacity. In the middle age group of 25 to 45 years, the Americans preferred speed and friendly personnel, whereas the Canadians looked for speed, quality and service. Not surprisingly, Brown et al., (2000) emphasized the need for nutritional awareness and fast food preferences of young consumers during their adolescent years. In a similar study conducted in London, Davis and Smith (2004) have examined the importance of nutritional values of fast-foods and suggested to provide information printed/disclosed by fast-food providers.

Fast-foods have gained acceptance by the Malaysian palate after the multinational fast-food players adapted basic Malaysian food requirements to their preparation viz. excluding pork from the menu in line with Islamic teachings (Malaysia Fast Food Retail Market, 2008). The rise of disposable income and the public's growing appetite for fast-foods have maintained the growth of the sector. Moreover, the growth of this sector has been contributed by the young adults who raise families and are likely to take their children to fast-food eateries, thus creating a new generation of fast-food lovers.

Fast food industry in Malaysia

The fast-food industry is perceived to be an American creation, but the 'fish-n-chips' format has prevailed in the UK since the eighteenth century as an outlet where the working class could easily purchase inexpensive prepared foods (Richardson and Aguir, 2003). In Malaysia, the American franchises have been dominating the fast-food and restaurant industry. It includes Kentucky Fried Chicken (KFC), McDonalds, A & W, Burger King, Subway, Starbucks, Dunkin Donuts, Pizza Hut, Domino Pizza, Shakeys Pizza, Kenny Rogers Roasters, Haagen Dazs, Swensons, Famous Amos, Auntie Anne's and the Outback Steak House (see Appendix 1). Among the 6000 (approximately) franchise outlets in Malaysia, foods and beverages dominate the franchising sector (fast-food retail was about 32%), whereas, the local fast-food or Quick Service Restaurant (QSR) market was valued at \$493 million (RM 1.8 billion). At present, the largest foreign franchise operator in Malaysia is KFC. It has entered the Malaysian market in 1973, and since then KFC dominates the market with 447 outlets and 46% market share in the fast-food or QSR market. Essentially, KFC and Pizza Hut in Malaysia are owned by the same group of companies, QSR Brands Bhd which in



total, controls 60% of the QSR in Malaysia. The top performers in fast-food retailing stores are KFC (46%), followed by McDonald's (25%), and Pizza Hut (14%) (Malaysian Franchise Association, 2006). Though Malaysia is a multi racial and multi religious country, a large number of population in Malaysia are Muslims. Therefore, chicken is very popular here as it is free from religious restrictions. Since there is no significant presence of other foreign fast-food franchises in Malaysia, the American franchises are mainly competing among themselves and with several successful local fast-food retailers. The most successful local fast-food brand is 'Ayamas' (Fast Food Consumption Trend in Malaysia, 2008).

Variables that affect fast food consumption

According to the Keynote (2003), nine major factors affect fast-food consumption; Social Development, Economic Forces, Political Climate, Technological Development, Ecological Development, Market Forecasts, Buying Groups, Equilibrium of Power and Regulatory Framework (in short, SEPTEMBER). Among these factors, the societal development was treated as the most important affecting variable that included (i) time constraints – busy lifestyle, longer working hours, beanpole family and career women, (ii) new demographics – single person households, age re-targeting and the rise of the “sandwich” generation (iii) the health dynamic – search for healthier foods and food source (iv) away-from-home eating habits, and (v) new consumer tastes and eating habits. Richardson and Aguir (2003) have also examined the attributes affecting fast-food consumption. They found that the main attributes regarding traditional fast food provision such as ‘taste’, ‘cleanliness’, ‘convenience’, ‘speed’ and ‘predictability’ were ranked high in the choice of a fast-food item. However, other attributes such as ‘healthiness’, ‘provision of choice’ and ‘friendly staff’ were relevant to consumers when they were thinking of alternative outlets.

Richardson and Aguir's (2003) focus was very much consumer oriented (micro perspective), while, the suggested SEPTEMBER (Keynote, 2003) factors have covered the overall fast food market and industry situation (macro perspective). Whereas, in the present study, 14 attributes: (i) price, (ii) quality, (iii) freshness, (iv) the taste suit to them, (v) local products, vs. international products, (vi) food safety, (vii) attractive packaging, (viii) ‘halal’ status, (ix) healthy food, (x) the outlet within vicinity, (xi) easy to cook, (xii) advertisement, (xiii) influence of friends versus family members and (xiv) the influence of preferred brand have been chosen as to the major influential factors for fast food purchasing and consumption. These factors have been chosen on the basis of the previous literatures and few have been added additionally as it is assumed by the researchers that these factors would have been carried the greatest impact in regard of the Malaysian culture and socio-economic perspective.

Methodology

Survey method using self administered questions have been used in this study as a tool to determine respondents' opinion, preferences and perceptions towards fast-food. A convenience sampling technique has used due to the availability and homogeneity of the respondents without incurring higher cost and more time. Voluntary persons have approached and invited to participate in the study. This approach is consistent with the



similar study conducted by Goyal and Singh (2007) in India to get the willing participation from the respondents. Respondents were students of two leading public universities in Malaysia: Universiti Kebangsaan Malaysia (UKM) and Universiti Putra Malaysia (UPM). They were approached at the faculty's lobby in between the class schedule, at the library and in their class before the class started. In total 205 students have participated in this study. However, only 187 questionnaires were used for the analysis, while the other 18 responses were eliminated as some important data were missed or unanswered. The questionnaire consisted of two parts. First part assessed respondents' preferences towards the types of fast food consumed, the place they make their purchase and the preferable characteristics of the fast foods. Items for influential factors were measured by using a Likert scale where "1" indicated 'not important at all' and "5" as 'very important'. Respondents were asked to rank their ten most preferred brands. And the second part assessed reasons for not taking the fast food for the consumers who do not like to take fast-foods. Respondents were requested to answer the questions with the assistance of an enumerator.

Results and Findings

Characteristics of the respondents

Table 1: Respondents' profile

| Respondents profile | Frequency | percentage |
|---------------------------------------|-------------------------|------------|
| Gender | | |
| Male | 67 | 64.2 % |
| Female | 120 | 35.8 % |
| Living situation | | |
| Hostel | 123 | 65.78% |
| Living with family | 21 | 11.23% |
| Living with friends | 43 | 22.99% |
| Average household size | 4.6 members in a family | |
| Average household income group | RM 2512.00 | |
| Average monthly pocket money | RM 356.00 | |
| Ethnic composition | | |
| Malay | 101 | 54.0% |
| Chinese | 43 | 23.0% |
| Indian | 16 | 9.0% |
| Others | 27 | 14.0% |

All respondents were university students who were studying for their first degrees or at the post graduate levels. They were aged between 19 to 27 years. Consistent with the male-female ratio of university students in Malaysia (where females are accounted for around 62 percent) the respondents were dominated by 120 females (64.2%). Fifty four percent respondents were Malays, 23 percent Chinese, 9 percent Indians and 14 percent others (including foreign students), whereas, 67 percent were Muslims, 23 percent Buddhists, 6 percent Christians and 4 percent Hindus. Majority of the respondents (65%) lived in the university hostels, 34 percent lived in a shared accommodation and 11 percent lived with their families. The situation of living apart from the family was



one of the reasons for the students to purchase fast food. As suggested by Atkins and Bowler (2001), a busier (with study) lifestyle and a quick meal solution were the other reasons for the consumers to be dependent on fast food as their regular meals.

Almost all respondents were dependent on their families or scholarships for their source of income with an average monthly allowance of RM316.00. Other than that, only around 12 percent represented were working students with an income of more than RM400. Almost half of the respondents (47 percent) came from the middle income family earning between RM1500 and RM3500 per month. Respondents' income also reflected their fast food purchasing. The higher the income, the more frequent they would purchase fast food. The profiles of respondents are shown in the Table 1.

Consumption patterns of fast food

Findings of this study show that 84.5 percent of the respondents purchase and consume fast-food. The rest of the respondents (15.5%) do not consumer fast food as they like home cooked food due to the healthiness and very few said they do not have enough pocket money to buy the fast food.

Schroeder and McEachern (2005) found that the consumption of fast food among UK students was around 82 percent. Therefore, results of this study show that the consumption of fast food among Malaysian students in the same age range is higher than the United Kingdom. This study shows the consistency of eating fast-food among students in developing countries like Malaysia and it indicates the same changing trend among youngsters. This trend is supported by the increasing number of Quick Service Restaurants (QSR) in many countries including in Malaysia. The number of QSR has increased to 1,750 in 2007. According to Malaysian Franchise Association (2006), the number of QSR has increased with the growth rate of more than 15 percent for the past 10 years. The increase on QSR outlets also indicates the growth demand of fast-food consumers in Malaysia.

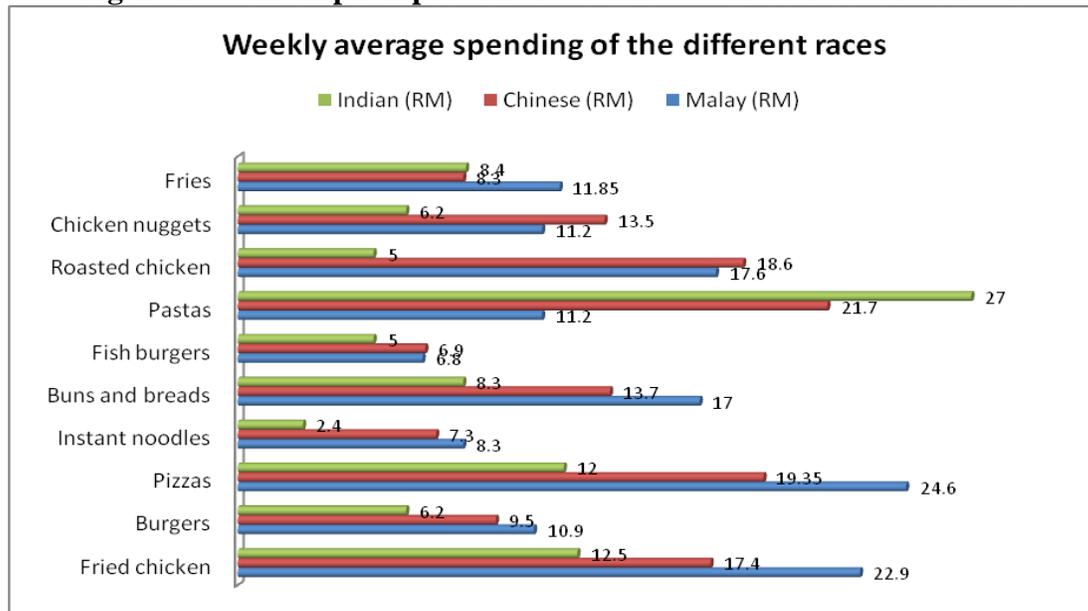
This study reveals that, in Malaysia, fried chicken and bread-based are the most consumed by students. The selection of chicken-based fast food is consistent with the number of chicken-based QSR in Malaysia. At present, the number of chicken-based QSR is serving more than 1000 outlets as compared to bread-based and fish-based QSR (MFA, 2005). In average, students purchase fast-food 4 times in a month. Moreover, they are more frequent on purchasing chicken-based fast-food as compared to other options. More than 85 percent of the respondents purchase chicken-based fast-food at least once in a month, 78 percent purchase bread-based and around 46 percent purchase fish based fast-food. On the other hand, the instant noodle based fast-food is preferred as it is easy and fast to cook and relatively very cheap. In average, around 42 percent of the respondents consume 'instant noodles' at least two times per month.

With the average monthly income (allowance) of RM356.00, students spend about 30 percent of their money to purchase fast-food. The weekly average spending on fast-food is shown in Figure-1. Respondents' profile showed that the Chinese consumers are mainly from the higher income groups and have the average allowance of more than RM 379 in a month, whereas, Indians' average allowance are around RM 287. Hence, in terms of fast food purchasing, Indians spend less money for fast food. Moreover, the Indian consumers still prefer home cooked food most. The instant



noodles, even though they are cheap the intention to purchase is low. The selection of food and the amount spend by students varies depend upon the races. For example, Malaysia students spent their money more on fried chicken, while the Chinese and Indian spent more on pastas. In overall, students spend more on fried chicken and least for instant noodles although it was a common perception that people who have not enough money consume instant noodles!!

Figure 1: Consumption pattern of students toward selected fast-foods



This result contradicts Schroeder and McEachern's (2005) findings, where students in the UK prefer McDonald rather than KFC. This finding also contradicts the trend of the Indian consumers towards the purchase of fast-foods. Indian consumers' preference was for Pizza Hut products followed by McDonald's (Goyal and Singh, 2007). The latter was always associated with burgers, whilst KFC was associated with fried chicken with bun or bread. In the present study, most of the respondents purchase and consume fast food at the outlets but around 38 percent of them preferred to get the food 'take-away' for consumption at home. There were two regular periods that the students would purchase their fast-foods: lunch and dinner. Very few students (9 percent) would make their purchase twice a day (lunch and dinner). This finding shows that fast-food is not a staple diet for them. It acts only as an alternative to their daily meals.

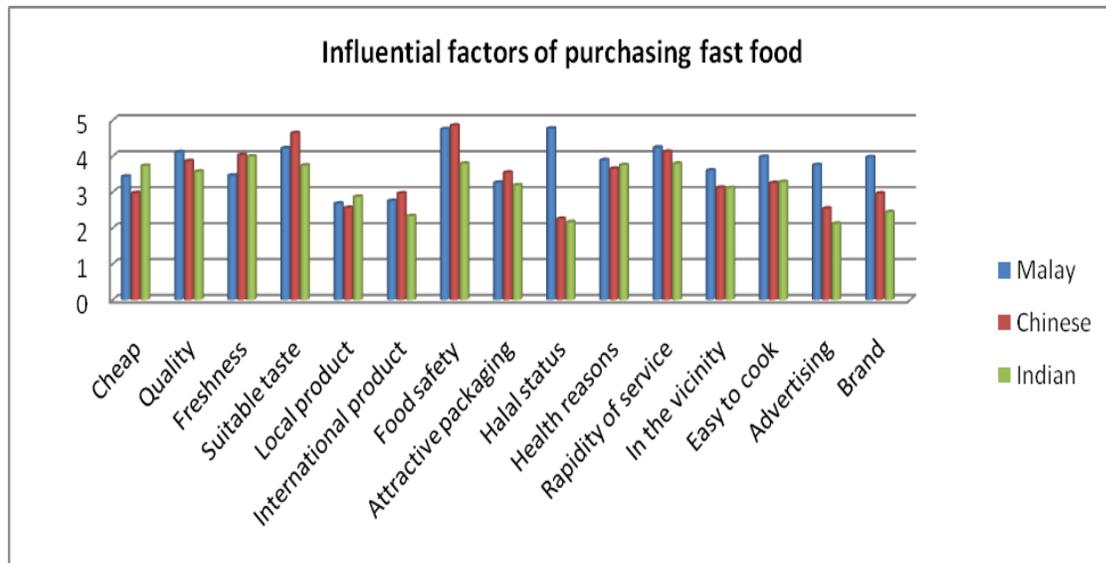
The choice of the fast-food premise was determined by its location. Students preferred to make their purchases at the stand-alone premise rather than at the shopping mall. Easily accessible and convenience were the main criteria for choosing the premise. The purchase of fast-foods among students was initiated and decided mostly by themselves and next by their friends. As most of the respondents live together with friends, parents do not have significant influence upon fast-food consumption.



Influential factors

In general, the three main factors that influence respondents to purchase fast-foods are safety, taste of the food and the rapidity of preparation. However, Malays are more concerned about the 'halal' status, food safety, and rapidity of service. The 'halal' status is perceived as a very important factor to all Muslim respondents. On the other hand, Chinese are more concerned on food safety, suitability of food taste and rapidity of service, while Indians prefer freshness, food safety and rapidity of service.

Figure 2: Influential factors of purchasing fast food (on the basis of races)



Understanding the local consumer requirements had led to the international QSR to modify their original recipes to suit the tastes of the local consumers. KFC, for example, offers spicy fried chicken and rice as they realize that the Malaysian staple is rice and the preference is for spicy food. Pizza Hut, on the other hand, has added the 'curry' and 'satay' flavors in their menu list, whereas McDonald's has introduced the prosperity burgers during the Chinese New Year festival to suit Chinese tastes. Purchasing behavior of the respondents is also significantly influenced by other factors such as easy to cook, cheap, and whether they are local or international products. Findings of this study also reveal that advertisements and brands are not the main concern of the respondents (see Figure 2). Furthermore, Malaysian consumers are quite loyal to certain fast-foods and therefore, the choice of brand is centered only towards the established brands. The overall means of the factors that influence Malaysian consumers are shown in Table-2.



Table 2: Influential factors of purchasing fast food on the basis of races

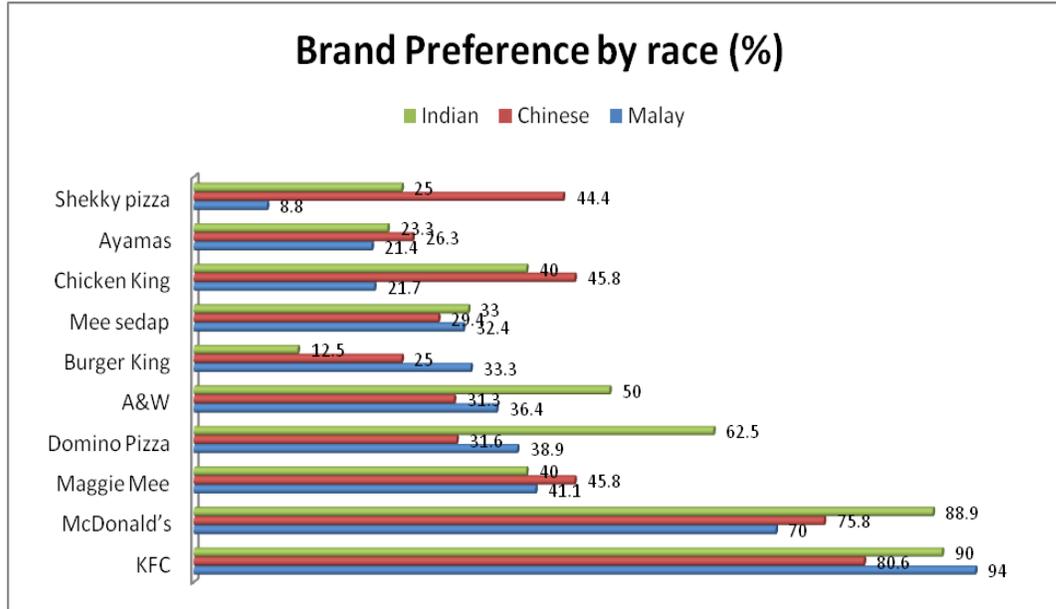
| Factors | Mean scores of factors that influence the purchase of fast food | | | |
|-----------------------|---|-------------|-------------|-------------|
| | Overall | Malay | Chinese | Indian |
| Cheap | 3.24 | 3.43 | 2.97 | 3.73 |
| Quality | 3.87 | 4.11 | 3.86 | 3.57 |
| Freshness | 3.96 | 3.46 | 4.03 | 3.99 |
| Suitable taste | 4.29 | 4.22 | 4.64 | 3.74 |
| Local product | 2.84 | 2.68 | 2.56 | 2.87 |
| International product | 2.44 | 2.75 | 2.96 | 2.33 |
| Food safety | 4.33 | 4.75 | 4.85 | 3.79 |
| Attractive packaging | 3.24 | 3.26 | 3.54 | 3.19 |
| Halal status | 3.93 | 4.77 | 2.25 | 2.16 |
| Health reasons | 3.77 | 3.89 | 3.65 | 3.75 |
| Rapidity of service | 4.04 | 4.24 | 4.12 | 3.79 |
| In the vicinity | 3.20 | 3.60 | 3.12 | 3.11 |
| Easy to cook | 3.87 | 3.98 | 3.25 | 3.28 |
| Advertising | 2.84 | 3.75 | 2.54 | 2.12 |
| Brand | 3.14 | 3.97 | 2.96 | 2.44 |

Brand preference

At present there are 38 brands of QSR provider in Malaysia with more than 1750 premises. Most of these outlets are to be found in the big towns, especially in the Klang Valley (Kuala Lumpur and Selangor). Nearly 100 of the 447 KFC outlets in Malaysia, Singapore and Brunei are located in the Klang Valley. The concentration of the premises in the city is consistent with the demand of the busier lifestyle of urban consumers. The accessibility of the premises has contributed to the consumers' purchase of a brand of fast food. However, the preferences of the consumers also determine the survival of the QSR. According to the Malaysian Franchise Association (2006), some new local QSR cannot survive and have to close shop because of the lack of customers. On the other hand, other QSR who sell the same type of products increase their sales and their outlets every year.

Respondents have been asked to rank ten most preferable fast-food brands and it is found that KFC is the most preferable brand among Malaysian students, followed by McDonald's, Indo mee, Shakey's Pizza, Burger King, Maggie mee, A&W, Ayamas, Domino pizza and Mee Sedap. Among these fast-foods, five brands are well known internationally and the rest are local and cheap fast-foods. Overall, there is no significant difference between the expensive fast-foods and cheaper ones in terms of the frequency of purchase. For example, in average, a respondent purchased 5.7 times of KFC per month as compared to instant noodles (5.1 times) such as Maggie mee, mee sedap and Indo mee. The overall brand preference and average expenditure for purchasing fast food is shown in Figure-3.



Figure 3: Ten most preferred brand of fast food among students base on races

More than 80 percent of the respondents prefer KFC as compared to McDonald's and others. The Malays consume KFC most, followed by the Indians. On the contrary, the Chinese like Pizza more than Malays and Indians. This result indicates that the consumers with more purchasing power are willing to spend more on expensive fast food. The pattern of brand preference of these three races is quite consistent except for Shekky pizza. Malays and Indians prefer Shekky pizza less as compared to Chinese. Moreover, the established brands are the most preferred brand as these brands are already associated with the local food taste culture and religious restrictions.

Conclusion

In nutshell, the consumption pattern among the respondents shows a great potential for fast food industry in Malaysia. The busier lifestyle has developed the habit of eating fast food. The demand of fast-food among youngsters is increasing day by day and therefore, the number of QSR is also increasing in Malaysia. Chicken based fast-foods are more preferable among the students in all races as it is free from religious restrictions. Therefore, KFC became the first priority among the all respondents. Though all races are consuming fast food now-a-days, still Indian consumers prefer to eat the home cooked food. 'Halal' status has been found as the main influential factor for the Malay consumers to consider the purchase of fast-food, whereas, Chinese consumers give more priority toward 'food-safety' and Indians for 'freshness'. The high demand and growth rate of eating habit among youngsters, especially the university students is also determined by students' financial strength and professions. Many professional students live apart from their family and have no time to prepare their food and thus prefer to consume fast food.



Consumers like the fast-food outlet that is nearby their university and shopping malls that give them the easy access and reduce time for dining-out. The increased number of fast-food outlets also made them easy to access within the short distance. In turn, these factors contribute to the higher demand of fast-food among university students in Malaysia. Consequently, the demand of fast food has enhanced the Malaysian food industry.

Managerial Implications

The change in consumer lifestyle from a child to an independent consumer would appear to provide a marketing opportunity for the managers (Feltham, 1998). Findings of this study suggest that there has been a shift of preference from 'cheap food' and 'speedy service' to more emphasis on 'ingredients' and 'taste'. The consumers are more concern toward healthy food. Hence, for the fast food providers, it is essential to provide the appropriate information to enhance their knowledge and awareness regarding balanced eating habits especially in the case of fast food consumption.

The government of Malaysia is very concerned with the present trend of consuming fast food. Health issue has become an important factor to the Malaysian government. The Minister of Health claimed that fast foods are the killer food and must be controlled (The Star, 2007). The government has advised the fast food providers to provide the nutritional information in its menu so that the consumers will be aware of the contents. The foreign fast food franchises, especially the American chains, are dominating the Malaysian fast food market. As Malaysia is well-known as the hub for 'Halal' food providers, the international fast food providers should take this opportunity by considering Malaysia as their new entry point to other Muslim countries. Hence, they must adhere to the Malaysian commercial and contract laws, procedures and local norms. For instance, pork must not be served at fast-food outlets and chicken, lamb, and beef must be slaughtered according to Islamic rites and rules.

Limitations of the Study and Avenues for Future Research

Since the sample of this study has been drawn from two public universities in Malaysia, the generalization of the findings should be used with caution. In addition, as the age of the respondents fell within 19 to 27 years and were either undergraduates or graduate students, the findings will not be able to represent the consumption pattern of all types of consumers. Hence, further research using a wider range of age groups of respondents will provide better insights regarding this issue. Furthermore, this study has incorporated only the micro level factors that influence fast-food consumption. Hence, a future study taking into consideration of other factors suggested by Keynote (2003) would be of more valuable in this regard. Lastly, further research can be conducted by comparing the consumer preference between the foreign fast-food retail chains and the local fast-food retailer outlets to enhance the strength of the local fast-food retailers in the Malaysian market.



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Appendix 1

Major American Franchises in Malaysia:

27

| Franchise | Master Franchisee/Licensee | No. of Outlets in Malaysia | Year Established | Territorial Rights |
|---------------------------------------|--|----------------------------|------------------|--|
| 1. Kentucky Fried Chicken | KFC Holdings (M) Bhd | 447 | 1973 | Malaysia, Singapore, Brunei |
| 2. Pizza Hut | QSR Brands Bhd (QSR holds majority stake in KFC Holdings) | 169 | 1984 | Malaysia, Singapore |
| 3. Kenny Rogers Roasters | Berjaya Group | 37 | 1994 | 36 countries in Asia Pacific |
| 4. Roadhouse Grill | | 2 | 1994 | |
| 5. Starbucks Coffee | | 68 | 1998 | 36 countries in Asia Pacific |
| 6. 7-Eleven | | 800 | 1984 | |
| 7. Borders | | 2 | 2005 | Malaysia |
| 8. McDonalds | Golden Arches Restaurants Sdn Bhd (Ownership: McDonalds Corp, US - 100%; McDonalds APMEA – 26%; Makan Hldg Pte Ltd – 25%) | 175 | 1982 | Malaysia |
| 9. Burger King | Cosmo Restaurants Sdn Bhd (individual investors) | 21 | 1997 | Malaysia |
| 10. A & W | KUB Holdings Bhd | 34 | 1963 | Malaysia, Thailand |
| 11. Subway | Unit franchisees only | 5 | 1998 | Malaysia |
| 12. Domino's Pizza | Dommel Food Services Sdn Bhd (individual investors) | 36 | 1997 | Malaysia |
| 13. Shakey's Pizza | Shakey Restaurants Sdn Bhd (individual investors) | 17 | 1988 | Malaysia |
| 14. California Pizza Kitchen | Golden Pillars Pte Ltd (Spore) | 1 | 1999 | Malaysia, Singapore, Indonesia, China |
| 15. Haagen Daz | HPL Group (Spore) | 9 | 1993 | Malaysia, Singapore |
| 16. Hard Rock Café | | 1 | 1988 | 13 countries in Asia |
| 17. Planet Hollywood | | 1 | 1999 | Malaysia and Guam |
| 18. TGI Friday's | Chaswood Resources Sdn Bhd (individual investors) | 6 | 1994 | Malaysia, Thailand, Singapore, Indonesia |
| 19. Chili's Restaurant | T.A.S. Group (Pahang Royalty) | 4 | 1994 | Malaysia |
| 20. Outback Steakhouse | PT. OBS Citra Indonesia (Indonesia) | 2 | 2001 | Malaysia, Indonesia, Singapore, Thailand |
| 21. Gloria Jean's Coffee | TT Resources Bhd | 2 | 1999 | Malaysia, Singapore, Brunei, Thailand |
| 22. Dunkin Donuts | Golden Donuts Sdn Bhd (individual investors) | 33 | 1986 | Malaysia |
| 23. Famous Amos Chocolate Chip Cookie | Diethelm Holdings (Malaysia) Bhd (Switzerland) | 38 | 1982 | Malaysia, Brunei |
| 24. Auntie Anne's Pretzel | Mr. Wawa Sulaeman (Indonesian) | 21 | 1996 | Malaysia, Singapore, Indonesia. |
| 25. Cinnabon | | 9 | 2002 | Malaysia |
| 26. Baskin Robbins | Golden Scoops Sdn Bhd (individual investors) | 32 | 1988 | Malaysia |

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Source: adopted from Malaysian Franchise Association – MFA (2006), www.mfa.org.my

