

UNIVERSITI TEKNOLOGI MARA

FACTORS INFLUENCING FOOD WASTE BEHAVIOUR  
AMONG FAST FOOD'S CONSUMERS IN MALAYSIA

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## ABSTRACT

Food waste in the fast food restaurant becomes alarming as the food service industry continue to show a growth because increase in the population of people and change in lifestyle. This significantly impacts the environment, social and economic issue. The aim of this research is to investigate the influence of price consciousness on food waste behaviour of the customer and to explore the effect of taste and quality of food on the food waste behaviour of the customer in Malaysia. The price consciousness and taste & quality of food were being analysed as factor that influence the food waste behaviour among fast food's consumer in Malaysia. Therefore, this study applied a quantitative method and descriptive research design to achieve the objective of the research and a guideline for data collection and analysis. By utilized the online platform in collecting data, the close ended structured question was distributed to the fast food's customer in Malaysia. As the result of convenience sampling, a data from total of 113 respondents were obtained in this study. The finding of this research is that demographic of the respondent is highly affect the data obtained as majority of them is a student with no income. From the data obtained it also proven that price is highly affect their food waste behaviour rather than taste & quality of food. Hence, the findings from this research could be used to reduce the amount of customer plate waste in fast food restaurant in Malaysia by understanding the factor that influence the food waste behaviour of the customer.

***Keywords: food waste behaviour, food waste, food taste, price consciousness, fast food, customer plate waste, food service industry, fast food industry***

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