

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of University Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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Perception Of UiTM KBM Art & Design
Students Towards Fast Food

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ABSTRACT

Fast foods are characterized as quick, easily accessible and cheap alternatives to home-cooked meals, designed for ready availability, use, or consumption and with little consideration given to quality or significance, according to the National Institutes of Health (NIH). They also tend to be high in saturated fat, sugar, salt and calories. In Malaysia, most students resort to fast food because they are constantly on the go, which often leaves little time for them to shop for and prepare meals in the same way as their parents or grandparents might have done. The fast food establishments, which offer drive-through service, answers a need for today's often over-scheduled society. However, they are not fully aware of what fast food would do to their health. Despite its convenience and low cost, fast food contributes to heart disease, numerous types of cancer, diabetes and other chronic diseases, according to Dr. Steven Aldana, author of "The Stop and Go Fast Food Nutrition Guide" and former lifestyle medicine professor at Brigham Young University. High-calorie fast foods include too much saturated fat, trans fat and sodium, all of which negatively affect your cardiovascular system and overall health. This study aims to find out the perception of students of UITM KBM Art & Design on fast food. A questionnaire was used to collect relevant data and 50 responses were analyzed. The preliminary results show that students of UITM KBM Art & Design students perceive fast food to be bad for their health but only a handful agree that it is truly dangerous. Following an in-depth analysis, some recommendations for the study are presented.

TABLE OF CONTENTS

AUTHOR'S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
CHAPTER ONE: INTRODUCTION	
1.1 Background	1
1.2 Problem Statement	2
1.3 Research Questions	2
1.4 Objectives of the Study	3
1.5 Scope and Limitations	3
1.6 Methodology	4
1.7 Organization of the Thesis and Summary of Chapters	4
1.7.1 Chapter One: Introduction	4
1.7.2 Chapter Two: Literature Review	4
1.7.3 Chapter Three: Methodology	4
1.7.4 Chapter Four: Analysis & Results	4
1.7.5 Chapter Five: Conclusion	4

CHAPTER TWO: LITERATURE REVIEW

2.0	Literature Review	5
2.0.1	Fast Food Nation	5
2.0.2	Reader's Digest	6
2.0.3	Reader's Digest	7
2.0.4	Food Consumption Patterns: Findings from the Malaysian Adult Nutrition Survey	8
2.0.5	The nutrition and health transition in Malaysia	9
2.0.6	Asian Journal of Clinical Nutrition	10
2.0.7	Our Daily Bread	11
2.0.8	Super Size Me	12
2.0.9	Grease	14
2.0.10	10 Shocking Facts about McDonalds	15

CHAPTER THREE: METHODOLOGY

3.1	Introduction	16
3.2	Methodology (Qualitative/Quantitative/Mix)	17
3.3	Data Collection Process	20
3.3.1	Questionnaire	21
3.3.2	Observation	23
3.3.4	Books, Journals and Articles	23
3.4	Data Analysis	24

CHAPTER FOUR: ANALYSIS & RESULT

4.1	Introduction	25
4.2	Findings	25
	Section A: Demographic	26
	Section B: Perceptions of Students on Fast Food	28
	Section C: Perception of students on fast food dangers	41

CHAPTER FIVE: CONCLUSIONS

5.1	Introduction	48
5.2	Conclusion	48
5.3	Recommendation	52

REFERENCES	53
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APPENDICES	55
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