

UNIVERSITI TEKNOLOGI MARA
FAKULTI SAINS PENADBIRAN DAN PENGAJIAN
POLISI



PUBLIC AWARENESS AND PERCEPTION ON FAST
FOOD CONSUMPTION
(A CASE STUDY IN UTM, MELAKA CITY CAMPUS)

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Letter of Transmittal

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Dear Miss,

SUBMISSION OF APPLIED RESEARCH REPORT

Regarding to the above subject matter, we hereby submit our research report with the title "Public Awareness and Perception on Fast Food Consumption" (A Case Study in UiTM, Melaka City Campus) as requirement for the completion of Applied Research (ADS 554).

2. We have done through study and analysis related to this research and we believed through this analysis and valuable findings can contribute to faculty and publics consumer itself. Hence, we really look forward that you will find this paper as satisfactory as a required and we are also apologizing for any fault omissions in preparing this research.

Thank You

Yours faithfully,



(NORHAZURA BINTI MOHAMED NOAH)



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CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE SUPERVISOR

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Title of Research : Public Awareness and Perception on Fast Food Consumption
(A Case Study in UiTM, Melaka City Campus)

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I have received the final and complete research report and approve the submission of this report for evaluation.

(Miss Khairiyah Binti Hj. Md Shahid)

Declaration

We hereby declare that the work contained in this research proposal is original and our own except those duly identified and recognized. If we are later found to have committed plagiarism or acts and forms of academic dishonesty, action can be taken in accordance with UiTM rules and academic regulations.

Signed

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Alhamdulillah, thanks to The Almighty Allah S.W.T for His guide and consent upon completing our task. Without His guidance, we would definitely unable to complete this research on time. And of course, salawat and salam to our most beloved prophet Muhammad S.A.W.

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Abstract

Malaysia has been successful developing country and is forging ahead to become a developed nation in its own mould. In order to be more successful, our nation has to be managed effectively and its weaknesses and shortcomings have to be overcome. A major challenge it has to address in this endeavour is the strengthening of good health. In Malaysia fast food is a popular choice for a quick lunch and often serves as venues for children's parties and family weekend dinners. Fast food restaurants are common in Malaysia's shopping malls and at rest stops throughout the country's highways. This study is conducted to find out the public awareness and perception on fast food consumption. This research is conducted in UiTM, Melaka City Campus. Basically, every public has their right regarding the fast food consumption. There is several significance of the study. In order to reduce the bad implication of fast food consumption on health among public it should be increase the awareness first. The importance of the research is also to find out whether the awareness and perception of public are influenced by the moderating variables such as age, occupation and the level of education. These researches conducted via questionnaires that have been distributed by hand to the public in UiTM, Melaka City Campus.

The findings of these studies are as below:

- a) Public in UiTM, Melaka City Campus are aware about the Fast Food Consumption.
- b) The major factor that contributes to better awareness and perception on fast food consumption is the effect on good health.
- c) Age, occupation and education level is affecting the consumers' level of awareness and perception.

As a conclusion, this study are fulfilled its objective where there is a relationship between public in UiTM, Melaka City Campus awareness and perception with the fast food consumption through the valid moderating variable which are age, occupation and education level.

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CHAPTER 1

INTRODUCTION

CHAPTER 1

INTRODUCTION

1.1 Introduction

Malaysia has been successful developing country and is forging ahead to become a developed nation in its own mould. In order to be more successful, our nation has to be managed effectively and its weaknesses and shortcomings have to be overcome. A major challenge it has to address in this endeavour is the strengthening of good health.

In Malaysia, fast food is a popular choice for a quick lunch and often serves as venues for children's parties and family weekend dinners. Fast food restaurants are common in Malaysia's shopping malls and at rest stops throughout the country's highways. The proposal of new fast food rules can be regarded as an educational effort to raise the public's awareness about the importance of eating nutritious food instead of relying on fast food.

While fast food restaurants may not offer the healthiest options, most people find themselves eating fast food from time to time. But then peoples nowadays realize that the ingredient contain in fast food can harm their life. It is now possible to eat a fairly nutritious meal on the go.

Although fast food restaurants are often viewed as representation of a day by day family outing, the concept of “ready-cooked food to go” is as old as cities themselves which is more unique variations are historical in various cultures. Because the fast food concept relies on speed, uniformity and low cost, fast food products are often made with ingredients formulated to achieve a certain flavour or consistency and to preserve freshness.

Making good choices when people are eating out will help they maintain a healthy diet. Knowing what types of menu items are healthier than others can help limit temptation and will also help people encourage their children and grandchildren to make healthy choices as well.

So by having all the information regarding the effect of fast food on health, we can see whether it can influence the public’s awareness and perception. As a public, the good quality of health is very important. It is to ensure that Malaysia have a healthy citizen which is become the important asset and property.

1.2 Problem Statement

There are increasing in the number of fast food services in our country. These are including the 24 hours service. Because of the increasing in fast food service, it is also lead to the increases in numbers of fast food consumption. So, these proposals are taken to analyze the problems that could affect our life.

Fast food that content many calories in each meal have potential to cause us involve in unhealthy life. But we have problem because our citizens has not realize about the negative sides of eating fast food. The frequency of eating and uncontrolled fast food could be treating in our health. We may get diseases such as diabetes and hypertension.

The problem also may occur when the Malaysians do not exercise enough and do not pay attention to the food they eat. The overspread of fast food service also encourage our young children to eat the fast food. The parents should be responsible towards their children to control the eating program. As we done the research at UiTM Melaka City Campus, we really want to know the habits of consume fast food among us. This is because the city campus have a lots of fast food restaurant near and around the campus and their residential area compared to UiTM Alor Gajah that lack of fast food restaurant.

As a result, our government recently is trying to reduce the advertisement of fast food in our country as well as considering a ban on fast food advertisement. Malaysia does not allow the advertising for cigarettes and liquor, so that our Health Minister wants fast food should be treated in the same way as alcohol. Therefore the public's interest towards this matter is warranted.

The effects of this must be determined in a systematic manner, not just through popular opinion. Therefore it is very urgent to examine the effect on this matter. Are they aware of negative side of fast food? Do they share the same level of concern about it? Do they rationalize it? Based on the above mentioned statements, we take an initiative to study about the fast food consumption in relation to our health.

1.3 Research Questions

- 1.3.1** Whether the public known and aware the existence of fast food consumption?
- 1.3.2** How the public perception and receptivity of fast food on their daily life?
- 1.3.3** Whether the fast food could cause the failure of good health?

1.4 Research Objectives

1.4.1 To determine the level of awareness of fast food consumption

1.4.2 To explore the perception and receptivity of publics towards fast food on their daily life

1.4.3 To explore the public's awareness and perception about fast food on health

1.5 Scope of Study

The nature of the study is empirical fieldwork. Therefore, this study is intended to study the public's awareness and perception on fast food consumption through out two dimensions which are:

- i. Level – This study is focus on publics consumers
- ii. Area - This study will be held in UiTM Melaka City Campus only. This study will be focused on the publics including academicians, non-academicians and students.

1.6 Significance of the Study

By completing this research, the significance of this study is useful to several parties. The parties are as below:

1.6.1 Public

This study may be beneficial to the public in terms of providing them with relevant information about the quality of health. The public can take the benefits of that information regarding the effects of fast food on health. This will help the public to make a consideration whether to take prevention or still eating fast food without controlled. From this study, the public can analyze their healthy diet based on the fast food's contents.

1.6.2 Researcher

This study is very crucial to the researcher in order to be a successful person in the future especially to maintain the quality of health. Besides that, the researcher can play a vital role because the researcher can tell the public any information that they might never know or realize before. Therefore, research can lead to a great exposure towards certain issues that need to be paid attention.

1.7 Definition of Terms / Concepts

The terms used in this study are defined for ease of understanding:-

1.7.1 Publics

1.7.1.1 A group that are confronted by an issue and divided in their ideas as how to meet the issue. A publics also a group that engage in discussion over the issue (Oxford Advanced Learner's Dictionary; 2000; pg942).

1.7.1.2 As an active social unit consisting of all those affected who recognize a common problem for which they can seek common solutions (Seitel, 2004)

1.7.2 Awareness

A sense of knowing something, knowing that something exists and is important or being interested in something (Oxford Advanced Learner's Dictionary, 2000).

1.7.3 Perception

The process of receiving information about and making sense of the world around us (McShane and Von Glinow, 2005)

1.7.4 Consumption

The act of using energy, food or materials (Oxford Advanced Learner's Dictionary, 2000)

1.7.5 Effects

A change that somebody or something causes in somebody or something or the result (Oxford Advanced Learner's Dictionary, 2000).

1.7.6 Fast Food

Fast foods are convenience foods that can be inexpensive prepared and served very quickly.¹

1.7.7 Diet

Alter usual eating habits for many reasons, including weight loss, disease prevention or treatment, removing toxins from the body, or to achieve a general improvement in physical and mental health.²

1.7.6 Health Problem

A state in which your body are unable to function normally and suffered pain.³

¹ <http://www.wikipedia.org/fastfood>

² <http://www.answer.com/diet>

³ <http://www.freedictionary.com/healthproblem>

1.8 Hypotheses

1.8.1 H1: There is a significant relationship between respondent's age and respondent's awareness on fast food consumption.

1.8.2 H2: There is a significant relationship between respondent's age and respondent's perception on fast food consumption.

1.8.3 H3: There is a significant relationship between respondent's occupation and respondent's awareness on fast food consumption.

1.8.4 H4: There is a significant relationship between respondent's occupation and respondent's perception on fast food consumption.

1.8.5 H5: There is a significant relationship between respondent's education level and respondent's awareness on fast food consumption.

1.8.6 H6: There is a significant relationship between respondent's education level and respondent's perception on fast food consumption.

1.9 Limitation of Study

This research is very important for the researcher to study about the public awareness and perception on fast food consumption, the results that are collected was analyzed in further study. Unfortunately, they have few limitations that are giving some implications to the researchers and this limitation because the problems that can hinder the research study. Here is some of limitation which delays the researchers' investigation on public awareness and perception on fast food consumption:

1.9.1 Time consuming, where the research done need longer time to complete the study, whereby the information which are gained are not enough and the accuracy of the information will take a long time to complete all the relevant information. In addition, it is because that the researcher has many classes and assignments need to be fulfilling in a semester.

1.9.2 No cooperation is made between the researcher and the respondents in which few of them refuse to answer the questionnaires and 10 out of 140 were not returned back.

1.9.3 Lack of resources whereby the researcher faced some difficulties in getting the journals and books regarding fast food consumption.

CHAPTER 2

LITERATURE REVIEW

CHAPTER 2

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.1 Introduction

Malaysia has a growing economy which today most of the Malaysian facing with a lot of works to do. Men and women have an equal right for work and earn sum of money. It is because most of them do not have enough time to enjoying their meal with the family. In fact, most of the Malaysian chooses fast food as a good alternative to solve their problems especially regarding times.

The issues of having fast food frequently make a government made decision to stop the media's advertisement such as television and magazines. However, the advertisement is not fully stop but was limited shows to the publics in term to protect the fast food businesses. However, there is no specific percentage provided by the Ministry of Health regarding the numbers of public who facing the health problems based on the fast food consumption in Malaysia.

According to Eric Schlosser (2002) in many ways, fast food seems the perfect companion to Americans' "on the go" lifestyle. Prior to the rise of fast food in the 1920s, most Americans ate together at home most of the time. As the United States (US) became more modernized and industrial, the pace of life sped up,

helped in part by the growing use of automobiles. By the 1920s, more Americans were busier going from home to work and to all kinds of leisure activities than they ever were before. This made it harder to find time for home-cooked meals. The fast food industry slowly emerged to take advantage of and to promote this trend.

In a culture of Malaysia, the “on the go” lifestyle like America is not suitable but, it is increase step by step in which publics nowadays more concern with their career and modern lifestyle. This question concern to the culture of Malaysia by which more focusing on the family matters. Most of the tradition culture love to have meals with their family at home with eating rice. However, in the modern day, most of the family just having fast food as a medium for life.

Even the fast food become a medium food for Malaysian nowadays but, what they need to know is fast food can be a good way to save time but, it is not the proper way for nutrition. According to the Guidance Associates Magazine (2001), eating fast food meals more than twice a week has associated with double the risk of abnormal glucose metabolism. Also, those products cause a great gain in weight and may cause many heart diseases.

Deepfnord Blog (2007) observes that the health problems of world fast food culture are getting worse. It is persons own choice to eat fast food. The fast food

revolution was a quick success throughout the land, and two decades later it was conquering the world.⁴

Some people have different perception when they classified the meaning of fast food but, here the fast food can be defined as any food that contributes little or no nutrient value to the diet but, instead provides excess calories and fat.⁵ Nowadays, there are millions of fast food restaurants in the world that offers their customers plenty of different meals with a special price.⁶ Fast foods are convenience foods that can be prepared and served very quickly. Research done by Dr. Atkins of Healthy Living Guide stated that on average, one-fifth of the populations of the America (45 million people) eat in a fast food restaurant each day.⁷ According to Gabriel Garcia Marquez (1995), the reasons for patronizing such establishments are convenience (they are everywhere), perceived lack of time to shop and prepare meals at home, fast food's taste and texture, the need to mollify nagging children and also because of the cost.

Fast food is what one eats in the vast majority of America's restaurants. According to the Food and Culture Encyclopaedia (2001), the term denotes speed in both food preparation and customer service, as well as speed in customer eating habits. The restaurant industry however has traditionally preferred the designation "quick service".

⁴ <http://www.healthylivingguide.com>

⁵ <http://www.guidanceassociates.com>

⁶ <http://www.guidanceassociates.com>

⁷ <http://www.healthylivingguide.com>

Fast food has grown even beyond being just a distinctive ethnic food. Since the 1960s, the concept has extended far beyond the food itself with the term becoming a common descriptor for other quick-service operations even a metaphor for many of the negative aspects of mainstream American life. Theorists and pundits sometimes use the term “fast food” to denigrate American habits, institutions and values referring to them as elements of a “fast food society”. In fact, fast food has become a frequently used adjective, implying not only ready availability but also superficiality, mass-produced standardization, lack of authenticity or just poor quality (David Halberstam, 1993).

Critics complained with good evidence that fast food was full of fat, cholesterol, salt, sugar and other chemicals contributing to rising levels of obesity and heart disease. Indeed, American consumption of beef was rising in no small part due to fast food (David Hogan, 1997).

The originality of the food was manipulated by the adding ingredient that the Malaysian need to know that the impact to their health by which can cause a death to them and their family by bring their children to having fast food frequently. It not to be a culture for the family to having fast food as a medium for family gathering especially in Malaysia.

2.1.1 Background of UiTM, Melaka City Campus

UiTM, Melaka City Campus was located in the middle of Melaka City in Jalan Hang Tuah, Melaka and was started operation on 15th December 2006. On the other hand, the academic activities were started on 3rd January 2007. The Director of UiTM, Melaka City Campus is Professor Madya Dr. Mizan bin Hitam. UiTM, Melaka City Campus was launched by Y.A.B Chief Minister of Melaka, Datuk Seri Hj. Mohd Ali bin Mohd Rustam.

The first intake of students is around 970 which is 706 is the fulltime degree students and 264 is the part time degree students. The establishment of UiTM, Melaka City Campus is the national agenda with the cooperation by Chief Minister of Melaka and Vice Chancellor of UiTM in order to take consideration of the suggestion from Prime Minister and Deputy of Prime Minister of Malaysia regarding the additional number of Bumiputera's students for UiTM around 200,000.

From the existence of UiTM, Melaka City Campus, it brings up the new life especially at Jalan Hang Tuah, Melaka whereby the city was adding the population in term of students and staffs. It will benefit for the state government and also for the fast food

businesses. A lot of students do not have enough time to cook or even eat at home but as a solution, students tend to have fast food even during at midnight. But, whether the students concern or particular with the fast food consumption on their life when they take a lot of fast food within a week or not will be the interesting topic to study.

2.2 Classification on Fast Food Restaurant

Every people have a difference perception in defining the fast foods. Some peoples said that the fast food is the convenient food that easy to serves and cooked but other peoples said that the fast food is the food in tin can and plastic bag and ready to cook. Other peoples said that the fast food is a plan B rather than to cook at home. However, in this research is more focus on the fast food that is define as a convenient food that peoples can find and reaches at any existing restaurants.

In Malaysia for example, have many fast food restaurant offered their value meals by promoting the various kind of food in order to compete with each others. The well known existing fast food restaurants in Malaysia such as McDonald, Kentucky Fried Chicken (KFC), Marrybrown, Pizza Hut and A&W was offered their various type of convenient food to the publics in term to serves them in the modern lifestyle.

The existing of the fast food restaurants nowadays especially in Malaysia is because of the demand from the publics that have changed their lifestyle and eating's culture. Even they know that eating fast food too much can cause the health problem to them but the fast food restaurants still become people's first choice restaurant to have the meals. It is because people more tend to have the fast and convenient food for them and their family.

Research done by Dr. Austin from the American Journal Public Health (2002) shows that Fast Food restaurant locations are 3 to 4 times more likely near the local schools and according to the study also that are staking out locations within easy walking distance of schools, exposing children to poor quality foods.⁸

It was different situation in Malaysia whereby many of the fast food restaurants was opened up their chain far from the local schools. The government was used this approached to protect the children from the poor quality food that can cause health problem to them. However, the children in Malaysia still can having the fast food meal when their parents brings them there maybe for once a week. The parents in this situation need to play the important roles to ensure that they were not misuse the existing of the fast food restaurants chain.

⁸ <http://www.webmc.com/school/news>

2.3 The types of fast food restaurant in Malaysia

From the various opinions on fast food by publics brought the same understanding that the fast food gives impact to the health on many ways that sometimes cannot be seen directly. The culture of fast food came from the America's population starting with the small hamburgers.

By the 1990s, fast food's restaurants were almost everywhere, mostly in the United States but also in other countries, notably Japan. But, by the 1990s, it was becoming increasingly clear that fast food was bringing other things to American culture besides quick, cheap hamburgers (David Hogan, 1997).

However, the culture of fast food in Malaysia was begun since the year 1960s that brought a new perception to the Malaysian. Since that year, most of the Malaysian has changed their culture especially to having meals faster and cheaper. Nowadays, there are exists a lot of fast food restaurant in Malaysia with the different brand and menus offered to the Malaysian.

2.3.1 McDonald Restaurant

McDonald's has been operating in Malaysia for more than 20 years. Golden Arches Restaurant Sdn Bhd (GARSB) is a company incorporated in Malaysia in December 1980 which has the license

to operate McDonald's restaurants in Malaysia from McDonald's Corporation, United State of America (USA).⁹

McDonald's Malaysia opened its first restaurant at Jalan Bukit Bintang, Kuala Lumpur on 29 April 1982. To date, McDonald's Malaysia has 172 restaurants located nationwide and is currently expanding at about 10-15 restaurants annually.

McDonald have been operating as a local company owned and operated by locals who are sensitive and have deep respect for the local culture and religious practices. McDonald always complied with all Halal requirements. From its first day of operations in Malaysia on 29 April 1982, McDonald has ensured that its product, from raw ingredients and cooking utensils to finished products have been strictly in compliance with the Islamic Halal requirements of the Government of Malaysia. McDonald is the first quick service restaurant to receive the Halal Certification in Malaysia from the Islamic Section of the Prime Minister's Department of Malaysia.¹⁰

⁹ <http://www.mcdonald.com/history>

¹⁰ <http://www.mcdonald.com.my/halal>

2.3.2 Kentucky Fried Chicken (KFC) Restaurant

Kentucky Fried Chicken (KFC) a subsidiary of Yum! Brands, Incorporation, are a fast food restaurant chain based in Louisville, Kentucky. The company was founded as Kentucky Fried Chicken by Colonel Harland Sanders in 1952 and is known mainly for its fried chicken.¹¹

The company adopted the abbreviated form of its name in 1991. Three reasons are commonly speculated:¹²

- a) De-emphasis of chicken as the chain was moving to offer other foods
- b) The unhealthy connotations of frying
- c) A shorter name that would be considered more appealing to younger customers

The first existence of Kentucky Fried Chicken in Malaysia was opened in 1973 on Jalan Tunku Abdul Rahman and today there are more than 390 KFC restaurants nationwide and still counting with

¹¹ <http://www.kfc.com/history>

¹² <http://www.kfc.com>

the great tasting chicken has become synonymous with KFC and has been enjoyed by Malaysians ever since.¹³

In fact, KFC Malaysia has developed a distinctive Malaysian personality of its own and managed by the Malaysian itself in term to make Malaysia proud on the international scene with the various food selections. KFC Malaysia also has the halal certificate that required in this country whereby all Malaysia can eat the food serves.

2.3.3 Pizza Hut Restaurant

Pizza Hut Incorporation is a restaurant chain and international franchise based in Addison, Texas, USA (a northern suburb of Dallas) specializing in America-style pizza along with side dishes including (depending on location) buffalo wings, breadsticks and garlic bread. Pizza Hut is the world's largest pizza restaurant chain and is a subsidiary of Yum! Brand Incorporation. Yum! Restaurants total approximately 34,000 restaurant, delivery-carry out units and kiosks in 100 countries.¹⁴

¹³ <http://www.kfc.com.my>

¹⁴ <http://www.pizzahut.com>

Pizza Hut was founded as a Pizzeria in 1958 by the Carney brothers. Additional restaurants were opened, with the first franchise unit opening in 1959 in Topeka, Kansas. In 1997, the three restaurant chains were spun off into Tricon and in 2002 joined with Long John Silver's and A&W restaurants to become Yum! Brands.¹⁵

Pizza Hut in Malaysia was operating almost than 25 years in Malaysia. The first Pizza Hut Malaysia outlets was opened in Yow Chuan Plaza in Kuala Lumpur in 1982 and grown to become the largest pizza chain in Malaysia with 152 restaurants nationwide and on January, 30 Pizza Hut Malaysia was celebrating its Silver Jubilee anniversary celebrations in Malaysia with a host of activities and promotions lined up for the year under the tagline "Eat, Laugh, Share".¹⁶

Pizza Hut has grown to be a household brand name in Malaysia demonstrating the enduring strengths of a traditional family eatery in a traditional industry that has not only survived but thrived. Pizza Hut Malaysia also have the halal certification that required in term to make Malaysian can eat the food serves.

¹⁵ <http://www.pizzahut.com>

¹⁶ <http://www.pizzahut.com.my>

2.3.4 Marrybrown Restaurant

Marrybrown is highly developed and successful concept, which started in 1981, has expanded rapidly and today, there are more than 200 Marrybrown Family Restaurants in Malaysia, China, India, Sri Lanka, Dubai, Bahrain, Kuwait and Saudi Arabia. Opening soon at Syria, Iran and Qatar. A full business format franchise is offered, incorporating the total goodwill and proven marketing, operating, training, administration and purchasing system accumulated over the years.¹⁷

Marrybrown Family Restaurant is a Malaysia based fast food chain, operating outlets in various countries. It became the rival to the American based fast food chains such as A&W and McDonald's. Marrybrown was established in 1981, and now have over 100 outlets serving Fried Chicken, Burgers, Seafood, Rice Base Products, Noodles, Finger Food, Ice Cream and Beverages.¹⁸

Marrybrown restaurant have a bright, fresh and contemporary look that compliments the lifestyle of today's consumer. Their modern restaurants have an up to date, comfortable image both interior and exterior that is visually attractive to the entire family and creates

¹⁷ <http://www.marrybrown.com>

¹⁸ <http://www.wikipedia.org/marrybrown>

strong continuity from location to location. What the Marrybrown had done is to attract consumers to be more likeable restaurant competes with other fast food chains in Malaysia.

2.3.5 A&W Restaurant

A&W Restaurants, Incorporation is a chain of fast food restaurants, distinguished by their draft root beer and root beer floats. It is a fast food franchise company in the United States that serving a typical fast food menu of hamburgers and french fries, as well as hot dogs. A number of its outlets are drive in restaurants with carhops. The company name was taken from the last name initials of partners Roy Allen and Frank Wright. The chain is currently owned by Yum! Brands.¹⁹

A&W began in 1919 in Lodi, California and by 1960, they had 2000 stores. In 1971, a beverage division was started, supplying bottled A&W products to grocery stores. The soft drinks sold under this brand are made by Dr Pepper from Seven Up.²⁰

A&W's first store in Asia Pacific opened at Kuala Lumpur's Batu Road and now known as Jalan Tunku Abdul Rahman in 1963. It

¹⁹ <http://www.wikipedia.org/a&w>

²⁰ <http://www.wikipedia.org/a&w>

was also the first fast food corporation from the United States to set foot in the country. However, A&W had a declining business era from 1997 to 2000. The most famous A&W outlet in Malaysia is undoubtedly the drive-in outlet near Taman Jaya, Petaling Jaya, a satellite city of Kuala Lumpur. It opened in 1965 and quickly became a favourite gathering place for students, especially from the nearby Assunta and La Salle Secondary Schools. The unique A&W root beer mug was often collected by these young customers. It was also a favourite filming location for Malaysian movies during the 1970s and early 1980s. Customers from the 1970s will recall Tuesdays as Coney Dog Day. Just like in Bangladesh, the food at Malaysian A&W outlets are 100% halal.²¹

2.4 The effects of fast food consumptions

There are a lot of effects of eating fast food. Most of them are created to affect the human being body. But the nature of human being to interest with fast food is really amazing. There are six negative effects of eating fast food that was found by the British researchers from the Medical Research Council Human Nutrition Centre and the London School of Hygiene and Tropical Medicine.²²

²¹ <http://www.rootbeer.com.my>

²² <http://www.getyouhealth.com/>

- 1) Fast food has a very high energy density.²³ About 65 percent higher than a typical diet and twice as high as recommended healthy diets which make us eat more than we otherwise would.
- 2) Repeated eating at McDonald's or KFC or Burger King, people are more likely to gain weight and become obese. This is because fast food not only contains many more calories than traditional food, but also is more likely to undermine normal appetite control systems.
- 3) By eating a Big Mac and fries, the body consumes almost twice as many calories as people would if they ate the same weight of pasta and salad. Fast Food restaurants feed the obesity epidemic by getting people to eat many more calories than they need through persistent advertising.
- 4) When people eat high energy density foods, they do not reduce the portion size so they get a lot more calories than they need. Our current society possesses a weak innate ability to recognize foods with a high energy density. Food intake is assessed by the size of the portion, yet a fast food meal contains many more calories than a similar sized

²³ *Energy Density refers to the amount of calories an item of food contains in relation to its weight. Foods with a high energy density confuse the brain's control systems for appetite, which are based solely on portion size.*

portion of a healthy meal. The conclusion is we are all being fooled into eating too much food.

- 5) People get fat eating regular portion sizes, but since the food has a high energy density, people gain weight. In evolutionary terms, the human appetite was designed for low energy density foods. In other parts of the world where these foods are still the dietary staples, obesity is virtually non-existent. Our bodies were never designed to cope with the high energy dense foods consumed in the West. That is a major reason why fast food is contributing to the major rise in obesity.
- 6) Fast food may speed up people's risk of clogged arteries that can lead to heart attacks. Researchers at the Veterans Administration Medical Centre in San Francisco have demonstrated that a certain type of fat, called oxidized fat, can accelerate the build-up of plaque in arteries. And many types of fast food such as hamburgers, pizza and French fries are loaded with oxidized fat.

Fast food meals are high in saturated fat and low quality carbohydrates, white bread and lots of soda. Based on the British researchers, it can be said that our bodies require fibre and more healthful types of fats. Fast food represents a dietary pattern that is the opposite of what is recommended for a healthy body.

2.4.1 Fast Food and Health

Food is something everyone needs every day. As people know, how it is produced and who controls it are important issues. But the way that it is processed and marketed can have a big effect of health and economics too.

In some parts of the world, a lack of access to food is the tragedy while in the United States, unhealthy eating is cited as the second biggest killer after smoking. In an age of convenience, people in the west are eating more processed and fast food than ever and 60% of the population is considered obese.²⁴

The nutritional make up of fast food encourages people to gorge on it unintentionally, increasing their risk of obesity and the researchers concluded that a diet high in fast foods will increase a person's risk of weight gain and obesity even though they may feel that they are eating no more than they would if they ate an average meal.²⁵

It can be said that the over eating of fast food will be caused the bad health problems to people if they do not control the habit. Most of people facing the obesity and heart attack because of over eating fast food in Malaysia especially whereby the daily meals is

²⁴ <http://www.washingtonpost.com/publichealthhazard>

²⁵ <http://www.nutritionfacts.com.org>

not suitable for our body to processed it very well and it was not what our body need to have.

2.4.2 Fast Food and Children

Children are part of the family that their parents always concerned with what they eat and want to eat. Most of the parents used fast food to stop their children from crying and naughty that will caused burden and problem to them. But the parents not know that the fast food that they give as a habit will kill their children day by day. The trend of eating fast food as a habit nowadays is not new whereby people always ignore the advertisement made by the government to control of eating fast food especially for the children.

Children's current levels of fast food consumption probably are even higher because of an increase in the number of fast food restaurants and in fast food marketing since the late 1990s and the findings suggest that fast food consumption has increased fivefold among children since 1970 (Ludwig, 2003).

Some fast foods chains target their advertising at children which is become the important market for them. One of the example is McDonald's Happy Meals which includes a toy often tied in with a newly released children's film and Ronald McDonald was first

introduced in 1963 is a clown which become the advertising mascot designed to appeal to young children.²⁶

Fast food lovers consumed more fats, sugars and carbohydrates and fewer fruits and non-starchy vegetables than youngsters who did not eat fast food. They also consumed 187 more daily calories, which likely adds up to about six pounds more per year.²⁷

Children always loved fast food. It is because most of the fast food restaurants offer the big and great foods and toys. Why children always want their parents bring them to the fast food restaurant is because the toys that the fast food restaurants offered and in the same time it help the parents from facing with a lot of problems especially to handling their children on eating.

Obesity always attacks children nowadays that people can see most of the children is fats and have a health problem. Here, where their parents concern and awareness toward their children's health that people can see there is no accountability to control the habits.

Research done by Maureen William from the American Food Journal (2002) found that when children eat fast food, they consume more fat, sugar and total calories and fewer fruits and

²⁶ <http://www.mcdonald.com>

²⁷ <http://www.cbsnews.org>

vegetables, than when they do not eat fast food.²⁸ It is not surprising that many people believe that these trends in fast food consumption have contributed to the dramatic increases in obesity among children in the United States observed in the same time period.²⁹ Although the long term effects in children of eating large amounts of fast food are not known, but the high consumption of fast food in adults is linked to weight gain and insulin resistance which can lead to diabetes.³⁰

To prevent the children from facing the bad health, parents need to control the meals of their children especially eating on fast food. It is not wrong to have that meal but the parents need to know that the over eating will cause death to their children and others health problems. It needs to be control because to protect our children from facing with a lot of health problems since they are baby. What parents need to do is teach their children to have the health food such as vegetables.

2.4.3 Fast Food and Teenagers

Teenagers also cannot run from facing a same problem with children that the habits of eating fast food will cause the health problems. Most of the fast food nowadays will be visiting by the

²⁸ http://www.bastycenter.org/content_children/

²⁹ <http://www.uoregon.edu/goodhealth/kids>

³⁰ <http://www.foodfacts.info/obesity>

teenagers whether with their family or friends. It is not a new situation whereby teenagers choose fast food restaurant as a place to hang out and have a date.

A new study by Professor David Crawford (2001) was confirmed that the poor food intake pattern of teenagers is increasingly leaving them vulnerable to health risks like obesity as well as psychosocial and other health-related problems such as diabetes.

The study was conducted by Professor David Crawford with Deakin's Centre for Physical Activity and Nutrition Research in Australia in which give the conference regarding the teenagers need to be eating a variety of foods.³¹ It also found that only one third of teenagers ate at least one food from each of the five food groups³² everyday and just over half ate from each food group most days.

Extra foods such as fast foods, energy dense snacks and sugar sweetened drinks were consumed by nearly 90 per cent of the teenagers on a daily basis. Professor Crawford concluded that the results of the study highlight the need for more public health initiatives targeted at adolescents.

³¹ <http://www.cbsnews.org/fivefoodgroups>

³² *Five Food Groups consists of bread and cereals, lean meat and meat substitutes, vegetables, fruit and dairy for everyday*

2.5 Issues on Fast Food

There has been much talk about fast foods up in Malaysia, ever since Health's Minister announced on February 17 that his Ministry was "seriously considering" a ban on fast food advertising as well as a "sin tax" on fast foods, similar to taxes on cigarettes and alcohol.³³

Malaysian authorities may ban fast food advertisements on children's television shows to help curb obesity and diet-linked diseases. The move can be regarded as an educational effort to raise the public's awareness about the importance of eating nutritious food instead of relying on fast food.³⁴

The proposed ban would likely exclude newspapers, magazines and theatres in this Southeast Asian country, as well as television shows whose viewers are mostly over 12 years old. Cabinet ministers soon plan to discuss the suggestion and other new regulations, such as forcing fast food firms to clearly label their products with calorie content charts.³⁵

Therefore, due to the statement by Minister of Health and The Managing Director of McDonalds's Malaysia said fast food officials plan to hold further meetings with the government to help fine-tune the proposals over the next several weeks, stressing that the sector is unlikely to suffer a severe financial impact as long as a total advertising ban is not enforced.

³³ <http://www.utusan.com.my>

³⁴ <http://www.thestar.com.my>

³⁵ <http://www.utusan.com.my>

So by having all this statement, every authority bodies in Malaysia have to play the vital roles in order to settle down all this kind of issues. Whether to accept it or not, it's depend on the enforcement by the upper management. As the result, the ban of advertisement on fast food could give the positive either negative impact to financial sector in our country.

2.6 The Opinion from Non-Governmental Organization (NGO)

The Malaysian Activist, said that the nutritional value of fast food was doubtful as well as changing diet of 'civilized homo sapiens'.³⁶As such, the education and influence for proper dietary habits should be a continuous process in school and at home.³⁷

He also added that rather than the outright banning of such advertisements, there should be a requirement that fast food companies bear a "social sin tax" to promote healthy living and eating. This would be more palatable to the advertising and media sector and a 'win-win' solution (The Malaysian Medical Association (MMA)).³⁸

While The President of Consumers Association of Penang (CAP), are fully supported the advertising ban. He said that fast-food consumption had strong positive associations with weight gain and insulin resistance, suggesting that fast

³⁶ *A contributing factor in the rise of lifestyle diseases like obesity, diabetes and hypertension.*

³⁷ <http://www.mma.com.my/healthissues>

³⁸ <http://www.mma.com.my/fastfoodissues>

food increases the risk of obesity and Type 2 diabetes³⁹. Prolonged exposure to fast-food advertisements can increase the chances that children select the advertised food over other options.⁴⁰

If it were always up to the consumer to decide, there would not be the need for all these safeguards (such as restrictions on tobacco and alcohol advertisements). Even the bans on the use of certain dangerous substances would then have to be questioned. Sometimes, as in this case, consumers may need added protection, as well as a conducive environment that will facilitate healthy food choices.⁴¹

In addition, the Federation of Consumers Associations (FOMCA) also supportive as well. FOMCA secretary-general said that it was an irony that while the authorities were promoting wellness program, fast food adverts have become more widespread.⁴²

It was irony because the fiercer effort by companies to advertise fast food has led to the failure of the authorities' campaigns to promote a balanced diet and healthy lifestyle among Malaysians. The authorities have no right to ban and stop the fast food advertising especially in media. Moreover, in the Food and Regulation Acts 1983 was not specified the fast food definition instead that the fast food restaurants need to advertise the food contains and ingredient in an easy words that publics can understand it.

³⁹ *Type 2 Diabetes previously called non-insulin dependent or adult-onset diabetes. Glucose levels rise because the body is resistant to the effects of insulin and the amount insulin produced by the body is insufficient to overcome this resistance.*

⁴⁰ <http://www.thestar.com.my/issues>

⁴¹ <http://www.thestar.com.my>

⁴² <http://www.thestar.com.my/fomca>

2.7 The Good Food's Suggestion

Other than eating fast foods, people also can use the food pyramid as guidance for them to ensure that they are prevent from the health problems. The food pyramid was suggested by the Nutrition Professionals long time ago. People can eat fast food but whether the ingredient is safe or not was depend on the people's knowledge regarding what they should eat and prevents.

The variety of foods within the food pyramid is important because each food groups provides difference nutrients. Our body needs many kinds of food to help feel well and be healthy. The five foods groups was provided what our body needs in daily life.⁴³

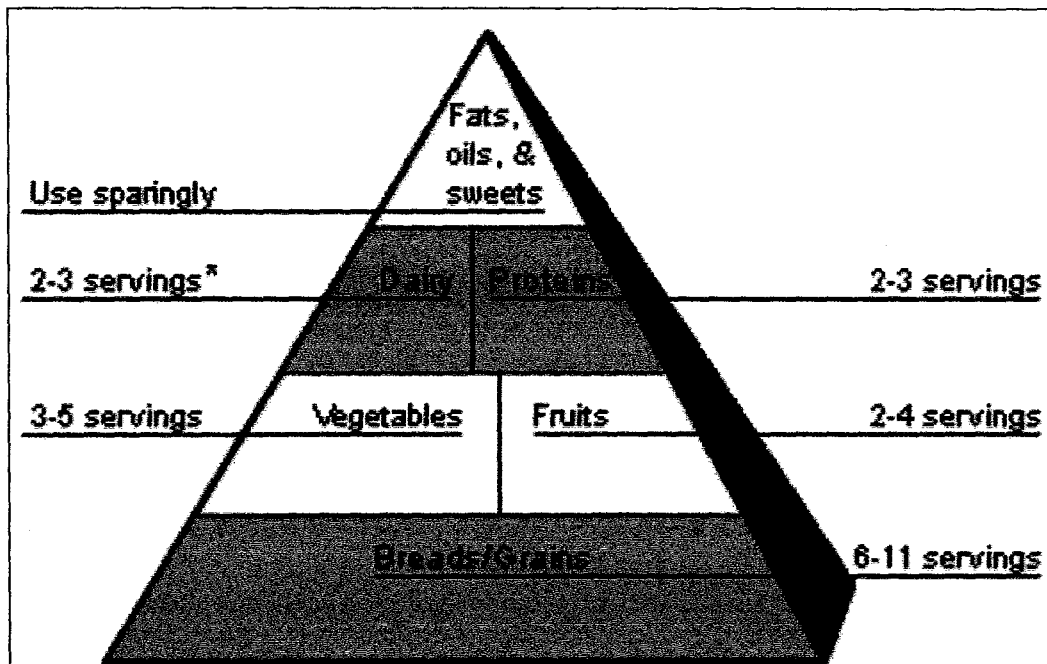
- 1) **Breads and Cereal.** The grains and other ingredients in these foods give body the carbohydrates it needs, as well as iron, fibre and other important elements. Foods in this category include rice, cereals, breads and pasta.
- 2) **Fruits.** This type of food known as Mother Nature. Mother Nature put vitamins A and C in the foods in this group which taste good and are good for people. Four or more servings a day from this food group will give more vitamins and fibre to keep your energy levels high. Foods in this category include tomatoes, green beans, bananas and oranges.

⁴³ <http://www.foodfacts.org/info>

- 3) **Vegetables.** Vegetables are an excellent source of vitamins, mineral and fibre. This type of food has the same benefits like fruits. People need four or more servings a day from this group. Foods in this category include salad, cabbage and mustard.
- 4) **Meat.** People's body is like an engine that needs fuel and rich with protein, iron and other essential nutrients. Peoples should eat at least two servings a day from this food group. Foods in this category include beef, chicken, fish, turkey with plus of eggs and nuts.
- 5) **Dairy.** Milk and milk products contain calcium and protein which make bones strong and help grow into a healthy adult. At least three servings a day are recommended. Foods in this category include milk, cheese, yogurt and ice cream.

However, people can find this type of five food group into the fast food meal. But the question on how the food was served, people should know and aware. It is because even the fast food meal contains all the variety food in the five food group but it still served in a short time with a lot of other ingredients such as oil and spice.

Figure 2.1
The Food Pyramid



Sources: *The Importance of Good Nutrition for Adolescents and Teenagers*⁴⁴

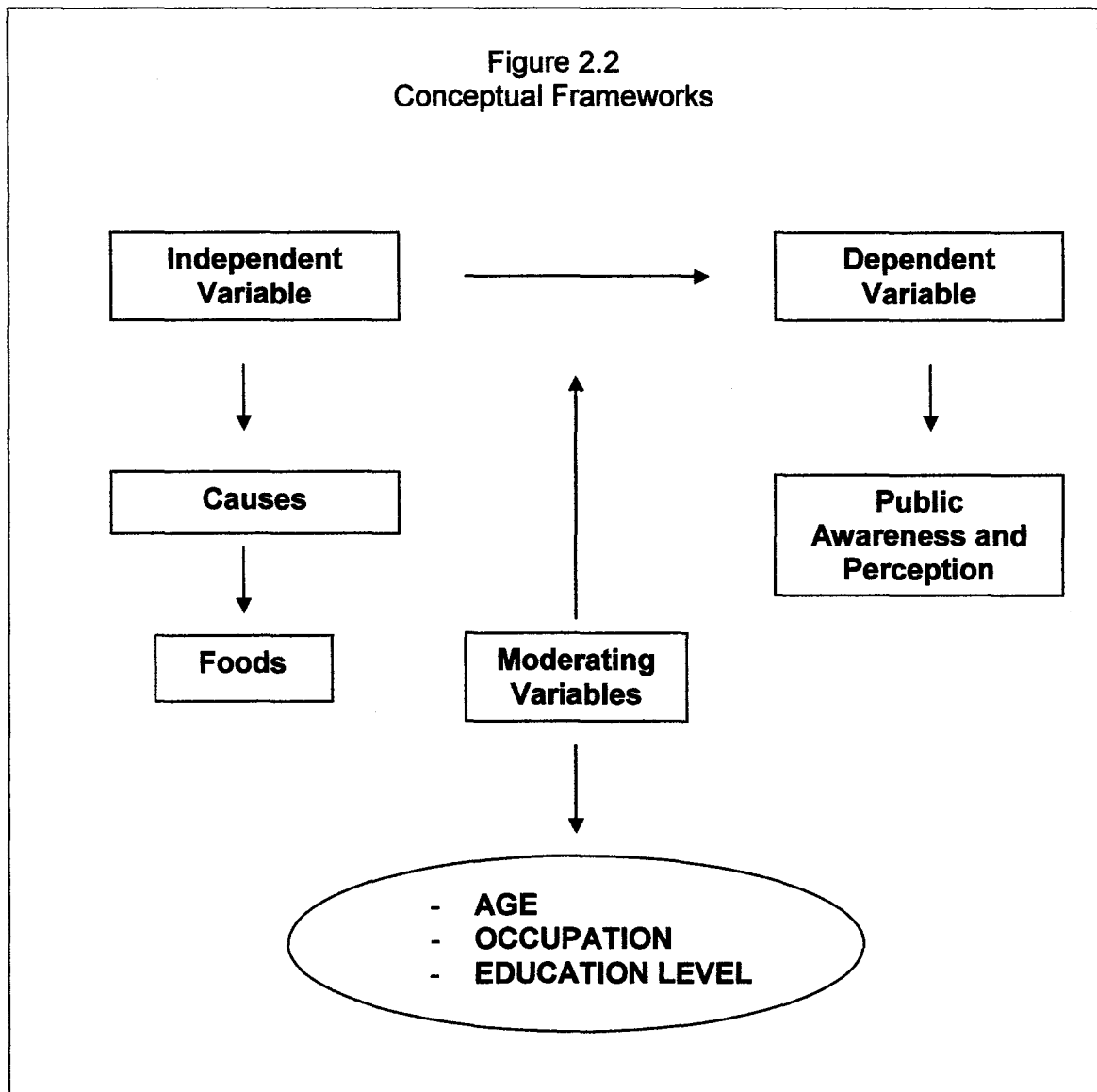
According to figure 2.1 above, it clearly shows the food pyramid that suggested by all the Health Department including Malaysia. Our Ministry of Health also was suggested these five food groups to prevents people from facing the health problems. This five food groups contains all what peoples body needed. It is suitable from children to adult for implements this all type of foods suggested to ensure the good health.

Even the fast food restaurant was offered this five food groups into their meal but the way of food serves was not suitable and can cause many of health problems

⁴⁴ http://www.winforum.org/food_groups/pyramid

and also because of the unlimited intake of fast food by peoples. Peoples need to control their fast food intake to ensure they have a good health.

2.8 Conceptual Framework



According to figure 2.2 above, it is clearly shows that the independent variable is causes of the public awareness and perception which the major causes are such foods and the ingredient while the dependent variables are public awareness and perception. That dependent variable will be influenced by the moderating

variables which are age, occupation and education level in contacted with independent variables.

Through out the conceptual framework above, all the variables are interrelated which later on lead to the better guideline in improving the health. This study is very important to examine whether publics aware or not with the effects of eating fast food and also to examine the perception of the publics with these matters.

CHAPTER 3

RESEARCH DESIGN

&

METHODOLOGY

CHAPTER 3

RESEARCH DESIGN AND METHODOLOGY

3.1 Research design

For the purpose of this study, the research design will be cross-sectional survey. This is because the study only collects data and information from group of people at a particular time. (Conducted on September 2007).

3.2 Unit of analysis

It is extremely important to be clear about the unit of analysis. This unit is important to the conceptual framework, to the data collection, to the sample size, to the analysis, to the findings and the discussion. The unit could be individuals in an organization.

As this study will address the public's perception and awareness of fast food consumption, therefore the unit analysis will be the publics within the UiTM, Melaka City Campus.

3.3 Sample size

In this research, 140 respondents were selected, which are all from UiTM, Melaka City Campus and contacted personally by hand. In order to gather data from those targeted respondents which focus on public consumers, questionnaires are distributed to them.

3.4 Sampling technique

The public in UiTM, Melaka City Campus were divided into 4 categories in order to achieve the demand of the information. The categories were (1) academician, (2) non-academician, (3) private sector and (4) students. The convenience sampling technique will be used in determining the sample size for this study.

3.5 Data collection

The data collection method for the study is using communications method (questionnaire) to get the response from the public within the area of study. The study gets the sources form primary data obtained through distributing questionnaires to the selected area which is UiTM, Melaka City Campus.

The questionnaire was designed into four sections. Section A is focusing on respondent profile. Section B designated to find out the awareness of the

respondents. Section C designated to focusing on perception and receptivity while section D designated to calculate the factors cause the failure of good health.

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3.6 Measurement or Instrumentation

Table 3.1
Measurement or Instrumentation

	Objective	Concepts or Constructs	Measurement	Question No.
1	To determine the level of awareness of fast food consumption.	The levels of awareness on health.	By using nominal scale, how many restaurants exist near the place.	Part B Q 4
2	To explore the perception and receptivity of publics towards fast food on their daily life	Factors that contribute to perceive and receive fast food	By using nominal scale, is shows the reason why they consume, how they perceive fast food and how many time they consume.	Part C Q 1,2,3,4,5
3	To explore the public's awareness and perception about fast food on health	Respondents' Perception on Fast Food Cause the Failure of Good Health	By using likert scale which is interval data to show the average level of significant levels.	Part D Q 2,3,4

The table 3.1 shows the measurement or instrumentation used in this research. For the first objectives is to determine the level of awareness of fast food consumption and its measured by used nominal scale whereby it state how many restaurants exist near the place. While for the concepts or constructs stated the levels of awareness on health and can be found in Part B, question 4.

Second objectives is to explore the perception and receptivity of publics towards fast food on their daily life and its measured used nominal scale whereby it state the reason why they consume, the perception on fast food and how many time they consume. While for the concepts or constructs stated the reasons that contributed to fast food consumption and can be found in Part C, question 1,2,3,4, and 5.

And last objectives is to determine on how the fast food could affect the good health and it is measured by used likert scale which is interval data to show the average level of significant levels. While for the concepts or constructs stated the factors that contributed to the failure on health.

3.7 Data Analysis

Table 3.2
Data Analysis

Objectives	Variables	Measurement	Scale	Statistics
To determine the level of awareness of fast food consumption	Awareness, which define as knowing or realizing about something	How they define the fast food	Nominal	Frequency
To explore the perception and receptivity of publics towards fast food on their daily life	Reasons that contribute to fast food consumption.	Why they consume, the perception on fast food, issue regarding fast food and how many time they consume.	Nominal	Frequency
To explore the public's awareness and perception about fast food on health	Factors that contribute to the failure on health	What are the factors and how to minimize it.	Likert Scale	Descriptive Means

CHAPTER 4

FINDINGS

CHAPTER 4

FINDINGS

4.1 Introduction

In this research all the data received from the questionnaires survey was coded and entered into SPSS analysis. Then, all the data has been analyzed and interpreted, therefore the result of this research could be distinguish. The purpose of analyzing the data is to identify the public awareness and perception on fast food consumption. This study was conducted by questionnaires whereby it's divided into four sections, A, B, C and D. The numbers of questions have to be answered is 22. The total amount questionnaires given are 140 but only 130 were responded and the success rate of this figure is 92.86%. This study will use two method of analysis. Firstly descriptive statistics which is used to explore the data collected and to summarize as well as to describe those data. In this method, frequency distributions are used to display the frequency of occurrence of each score value. Secondly is correlation which looks at the relationship between two variables in a linear fashion. In this method spearman's correlation are used as nonparametric alternatives.

4.2 Respondent's Profile

This part discussing about the respondents profile that consisting of gender, age, races, occupation and education level. This part is used in examine the nature of the respondents.

4.2.1 Gender

Table 4.1
Frequency and percentage of respondents by gender

Gender	Number of Respondents	Percentage
Male	29	22.3
Female	101	77.7
Total	130	100.0

As indicated in the above table, it shows that the majority of the respondents are represented by female, in which there are 101 respondents out of 130 respondents (77.7%). While the male respondents were contributed 29 (22.3%) from the total number of respondent involve in this study.

4.2.2 Age

Table 4.2
Frequency and percentage of respondents by age

Age	Number of Respondents	Percentage
20-29 years old	91	70
30-39 years old	17	13.1
40-49 years old	20	15.4
50 years old and above	2	1.5
Total	130	100.0

The respondent has been assembled into four categories. First group is 20 to 29 years old in which 91 respondents from 130 respondents are in this group with 70% contribution. Second group is 30 to 39 years old in which contributed 13.1% (17 respondents), third group which are 40 to 49 years old with 20 respondents (15.4%). Last group is 50 years old and above with two respondents (1.5%). It can be concluded that majority of the respondents that involved in this study are those who in 20 to 29 years old group it is because the majority of the respondents in UiTM, Melaka City Campus were students and their age are around 20-29.

4.2.3 Races

Table 4.3
Frequency and percentage of respondents by races

Races	Number of Respondents	Percentage
Malay	124	95.4
Indian	0	0.0
Chinese	1	0.8
Others	5	3.8
Total	130	100.0

In the above table indicates that, the frequency of respondents according to races. It can be seen that majority of the respondents are Malay, in which are 124 respondents from 130 respondents with 95.4%. They are followed by 3.8% other races, 0.8% Chinese and 0% from Indian. It can be said that majority of the respondents are Malays because most of the public in UiTM, Melaka City Campus are Malay.

4.2.4 Occupation

Table 4.4
Frequency and percentage of respondents by occupations

Occupation	Number of Respondents	Percentage
Academic staff	12	9.2
Non-academic staff	15	11.5
Private Sector	27	20.8
Student	76	58.5
Total	130	100.0

The frequency of respondent's occupation according to the table 4.2.4 indicates that 76 respondents are students with 58.5%. Meanwhile 27 respondents are private sector with 20.8%, 15 respondents (11.5%) are

non-academic staff and it followed by 12 respondents (9.2%) are working as academic staff. From the above indication, it can be said that most of the respondents are students.

4.2.5 Education Level

Table 4.5
Frequency and percentage of respondents by education level

Education Level	Number of Respondents	Percentage
Secondary School	27	20.8
College	6	4.6
University	97	74.6
Total	130	100.0

The above table indicates that, the frequency of the respondents by their education level. It shows that the highest education level for the majority of the respondents is the university level, in which 97 respondents out of 130 respondents with 74.6%. Followed by are 27 respondents (20.8%) who had secondary school level as their highest education level and 6 of the respondents are college level with 4.6%.

4.3 Findings

Based on these findings, the study was conducted by questionnaires whereby it's divided into three sections, B, C and D. The questions were based on the research questions.

4.3.1 Respondent's Awareness

This part is all about the respondent's awareness regarding the existence of fast food, the respondent's perceptive about fast food, the sources of information about fast food, the existence of fast food restaurant and the list of fast food restaurants exist.

4.3.1.1 Respondent's Perceptive

Table 4.6
Frequency and percentage of respondents by perceptive

Understand by the word Fast Food	Number of Respondents	Percentage
Convenient and tasteful	80	61.5
Cheap and ready made	31	23.8
Food cooked in bulk	5	3.8
Little or no nutrient value to the diet	14	10.8
Total	130	100.0

The above table indicates the frequency of respondents by what they understand by the word fast food. Majority of the respondents perceived that fast food is convenient and tasteful which are 80 respondents (61.5%). Meanwhile 31 respondents (23.8%)

perceived fast food is cheap and ready made. 14 respondents (10.8%) understand fast food is little or no nutrient value to the diet. The rest 3.8% which represent five respondents, perceived fast food is food cooked in bulk and in advance and kept warm or reheated. This shows that the convenient and tasteful is the major understanding for public awareness.

4.3.1.2 The Sources of Information about Fast Food

Table 4.7
Frequency and percentage of respondents by sources of information
about Fast Food

Sources of Information about Fast Food	Number of Respondents	Percentage
Advertisement in newspaper or magazine	39	30.0
Pamphlets and flyers	1	0.8
Friends and Family	23	17.7
Mass media and electronics	67	51.5
Total	130	100.0

The table above indicates the frequency of the respondents by where do they know about fast food. From 130 respondents, there are 67 respondents know about the fast food from the mass media and electronics while 39 of the respondents (30%) know about fast food from the advertisement in newspaper or magazine, 23 respondents know about fast food from the friends and family. The rest only one respondents (0.8%) know about fast food from the pamphlets and flyers. It can be said that mass media and electronic has played an

important roles in providing information to the public regarding fast food.

4.3.1.3 The Existence of Fast Food Restaurant

Table 4.8
Frequency and percentage of respondents by existence of Fast Food restaurants

Existence of Fast Food Restaurant	Number of Respondents	Percentage
Yes	119	91.5
No	11	8.5
Total	130	100.0

As indicated in the table above, it shows that majority of the respondents place or residential area has fast food restaurants, in which contributes 91.5% with 119 respondents out of 130 respondents. While the rest of the respondents place or residential area do not has fast food restaurant which are 11 respondents with 8.5% only.

4.3.1.4 The List of Fast Food Restaurant

Table 4.9
Frequency and percentage of respondents by the list of Fast Food restaurants

List of Fast Food Restaurant	Number of Respondents	Percentage
None	9	6.9
1-2	54	41.5
3-5	62	47.7
More than 5	5	3.8
Total	130	100.0

The above table indicated the frequencies of the respondents on how many fast food restaurants exist near their place. From 130 respondents, there are 62 respondents said that 3 to 5 fast food restaurant exist near their place while 54 of the respondent said that there is 1 to 2 fast food restaurant exist near their place. 9 respondents said that there is no fast food restaurant near their place. Lastly is five of respondents said there is more than 5 fast food restaurants exist near the respondents place.

4.4 Respondent's Perception and Receptiveness

This part are discussing on the perception and receptiveness on fast food consumption among respondents. It is important to know the perception and receptiveness which results to the better understanding on this study.

4.4.1 Frequency of visiting fast food restaurant

Table 4.10
Frequency and percentage of respondents by visiting fast food restaurant

Frequency of visiting fast food restaurant	Number of respondents	Percentage
Once a month	60	46.2
Twice per month	33	25.4
Three times per month	16	12.3
Every week	3	2.3
Others	18	13.8
Total	130	100.0

The above table indicates the frequencies of the respondents by visiting fast food restaurants. It shows that 60 respondents (46.2%) go to fast food restaurants once a month. While 33 respondents (25.4%) go to fast food restaurant twice per month and others represent 18 respondents (13.8%) go to fast food restaurant. 16 respondents go to fast food restaurant three times per month. Lastly three respondents (2.3%) is every week. Here others could be once in three month.

4.4.2 Location of fast food restaurant

Table 4.11
Frequency and percentage of respondents by the location of Fast Food restaurants

Location of Fast Food restaurant	Number of Respondents	Percentage
Yes	123	94.6
No	7	5.4
Total	130	100.0

The above table indicates the frequencies of the respondents by whether they like the location of fast food restaurant at their place. It shows that 123 of the respondents said yes while 7 of the respondents said no.

4.4.3 Perception of Fast Food Services

Table 4.12
Frequency and percentage of respondents by the perception of fast food services

Perception of fast food services	Number of Respondents	Percentage
Very good	14	10.8
Good	111	85.4
Not good	4	3.1
Not very good	1	0.8
Total	130	100.0

The above table indicates the frequencies of the respondents by how they perceive fast food services. Majority of the respondent's perception on fast food services is good which 111 respondents are (85.4%). Meanwhile the 14 respondents (10.8%) perceive fast food services as very good, four respondents (3.1%) perceive fast food as not good. Lastly only one respondent (0.8%) perceive fast food as not very good.

4.4.4 Fast Food in Daily Life

Table 4.13
Frequency and percentage of respondents by the fast food in daily life

Fast Food help in daily life	Number of Respondents	Percentage
Preparing the faster meal	23	17.7
Save time and less cost	46	35.4
Give various taste of meal	34	26.2
Give option on food	27	20.8
Total	130	100.0

The table above indicates the frequencies of the respondents by how could fast food help them in daily life. It shows that 46 respondents believe fast food can save time and less cost. Meanwhile 34 respondents (26.2%) believe fast food give various taste of meal and 27 of the respondent (20.8%) believe fast food give option on food and the rest is 23 respondents (17.7%) believe fast food was preparing the faster meal.

4.4.5 Ingredients and Calories in Fast Food

Table 4.14
Frequency and percentage of respondents by the ingredients and calories
in fast food

Understand the ingredients and calories in fast food	Number of Respondents	Percentage
Really understand	14	10.8
Understand	81	62.3
Do not understand	20	15.4
No idea at all	15	11.5
Total	130	100.0

The above table indicates the frequencies of respondents in understand the ingredients and calories in fast food. Majority of the respondent understand the ingredients and calories in fast food which are 81 respondents (62.3%). Meanwhile 20 of the respondents (15.4%) do not understand and 15 of the respondents no idea at all regarding the ingredients and calories in fast food. The rest is 14 of respondents (10.8%) really understand the ingredients and calories in fast food.

4.4.6 Awareness of the Issues Regarding Fast Food

Table 4.15
Frequency and percentage of respondents by the issues regarding fast
food

Aware of issues regarding fast food	Number of Respondents	Percentage
Yes	107	82.3
No	23	17.7
Total	130	100.0

The above table indicates the frequency of respondent's awareness regarding the issues of fast food. It shows that majority of the respondents

are aware about the issues regarding fast food, in which contribute 82.3% with 107 respondents out of 130 respondents. While the rest of the respondents are not aware with the fast food issues which are 23 respondents with 17.7% only.

4.4.7 Types of Issues

Table 4.16
Frequency and percentage of respondents by the types of issues known

Types of issues known	Number of Respondents	Percentage
Huge advertisement	19	14.6
Bad influence on children	24	18.5
Cause of many diseases	84	64.6
Lost of family institution	3	2.3
Total	130	100.0

The above table indicates the frequencies of respondents in types of issues known regarding fast food. It shows that 84 respondents know the cause of many diseases is the issues. Meanwhile 24 respondents (18.5%) know about the fast food give bad influence on children and 19 of the respondents know about the fast food issues in huge advertisement. The rest of respondent which is only three (2.3%) know it can be lost of family institution.

4.4.8 Strategies by the Government

Table 4.17
Frequency and percentage of respondents by the strategies by the
government can exercise

Strategies by the government can exercise	Number of Respondents	Percentage
Ban fast food advertisement	10	7.7
Forcing fast food firms to clearly label their products with calories content charts	45	34.6
Educational effort to raise the public's awareness	58	44.6
Reduce the number of fast food restaurants	17	13.1
Total	130	100.0

The table above indicates the frequencies of respondents by the strategies that government can exercise. Majority of the respondent (44.6%) suggested to the government to give the educational effort to raise the public's awareness and 45 respondent (34.6%) said forcing fast food firms to clearly label their products with calories content charts. Meanwhile 17 respondents (13.1%) said reduce the number of fast food restaurants and the rest of the respondents (7.7%) said ban fast food advertisements.

4.5 Respondent's Awareness and Perception on Health

This part is discussing about the respondents awareness and perception regarding the fast food consumption could failure the health. This part is important to know the respondent's awareness and perceptive which results to the better understanding on this study.

4.5.1 Advertisement on impact of fast food consumption

Table 4.18
Frequency and percentage of respondents by the advertisement about the impact of fast food consumption

Advertisement on impact of fast food consumption	Number of Respondents	Percentage
Strongly disagree	13	10.0
Disagree	23	17.7
Neutral	22	16.9
Agree	49	37.7
Strongly agree	23	17.7
Total	130	100.0

The above table indicates that 49 respondents (37.7%) are agree that there are a lot of advertisements about the impact of fast food consumption shown. Meanwhile 23 respondents (17.7%) who are disagree and another 23 respondents strongly agree with the existence of advertisement and 22 respondents (16.9%) are neutral with the existence of advertisement. There are only 13 respondents (10%) who are strongly disagree with a lot of advertisement about the impact of fast food consumption shown.

4.5.2 Effect on Human Body

Table 4.19
Frequency and percentage of respondent by the effect of fast food consumption on human body

Effect of fast food consumption on human body	Number of respondents	Percentage
Strongly disagree	2	1.5
Disagree	25	19.2
Neutral	30	23.1
Agree	62	47.7
Strongly agree	11	8.5
Total	130	100.0

The above table show that 62 respondents (47.7%) are agree that the human body is easily affected because of fast food consumption. While 30 respondents (23.1%) who are neutral and 25 respondents (19.2%) are disagree with this implication. There are 11 respondents (8.5%) who are strongly agree and only two of the respondents who are strongly disagree.

4.5.3 The Addictiveness

Table 4.20
Frequency and percentage of respondents by the addictiveness

Fast food may be addictive	Number of Respondents	Percentage
Strongly Disagree	5	3.8
Disagree	15	11.5
Neutral	22	16.9
Agree	61	46.9
Strongly agree	27	20.8
Total	130	100.0

The above table indicates that 61 respondents (46.9%) who are agree that fast food may be addictive. Meanwhile, 27 respondents (20.8%) are

strongly agree and 22 respondents (16.9%) are neutral with this implication. But 15 of the respondents are disagree and only five respondents are strongly disagree with this implication.

4.5.4 Factors of Health Problem

Table 4.21
Frequency and percentage of respondents by the factors of health problems

Fast food is a contributing factor in health problem	Number of Respondents	Percentage
Strongly Disagree	4	3.1
Disagree	4	3.1
Neutral	20	15.4
Agree	49	37.7
Strongly agree	53	40.8
Total	130	100.0

The above table indicates that 53 respondents (40.8%) who are strongly agree that fast food is a contributing factor in the rise of lifestyle disease like obesity, diabetes and hypertension. Meanwhile, 49 respondents (37.7%) are agree and 20 respondents (15.4%) are neutral with the implication. Only four of the respondents (3.1%) are strongly disagree and another four of the respondents are disagree with fast food is a contributing factor in the rise of lifestyle disease like obesity, diabetes and hypertension.

4.5.5 Ignorance of Fast Food Campaigns

Table 4.22
Frequency and percentage of respondents by the ignorance of fast food campaigns

Providers of fast food ignore campaigns	Number of Respondents	Percentage
Strongly disagree	3	2.3
Disagree	9	6.9
Neutral	24	18.5
Agree	75	57.7
Strongly agree	19	14.6
Total	130	100.0

The above table indicates that 75 respondents (57.7%) who are agree that providers of fast food ignore campaigns to promote a balance diet and healthy lifestyle among Malaysians. Meanwhile, 24 respondents (18.5%) are neutral with this implication. Only 19 respondents (14.6%) are strongly agree and 9 of them (6.9%) are disagree and another three of respondents are strongly disagree with providers of fast food ignore campaigns to promote a balance diet and healthy lifestyle among Malaysians that contribute to better awareness regarding fast food consumption.

4.6 Reliability Statistics of Awareness and Perception of Public on Fast Food Consumption.

Table 4.23
Reliability Statistics (Awareness and Perception of Public on Fast Food Consumption)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
0.7	0.7717	5

By using the Cronbach's Alpha reliability coefficient measurements for awareness and perception of publics on fast food consumption section D in the questionnaire it shows that the cronbach's alpha value was above 0.7, which is 0.7 or 0.77 based on standardized items. This shows that it is reliable and has fulfilled the internal stability and consistency of instruments used. While for the other section in the questionnaire, it can be said not reliable results from certain weaknesses such as bias and might be also all the items were not standardized.

4.7 Descriptive Statistics of Awareness and Perception of Public on Fast Food Consumption.

Table 4.24
Descriptive Statistics (Awareness and Perception of Publics on Fast Food Consumption)

Awareness of Publics on Fast Food Consumption	Mean Scores	Std. Deviation
There are many advertisements about the impact of fast food consumption	3.3538	1.2443
A human body is easily affected because of fast food consumption	3.4231	0.9472
Fast food may be addictive	3.6923	1.0480
Fast food is a contributing factor in the rise of lifestyle diseases	4.1000	0.9792
Providers of fast food ignore campaigns to promote a balance diet and healthy lifestyle	3.7538	0.8721

It shows that mean scores for Fast food is a contributing factor in the rise of lifestyle diseases like obesity, diabetes and hypertension which is 4.1000 are the highest mean score as compared to the other factors that contribute to the better awareness and perception. From the above table, it can be indicate that most of the respondents are agree that those factors are the factors that contribute to better awareness and perception.

4.8 Correlation Coefficient Analysis

4.8.1 Correlation Coefficient between respondents age and respondents awareness on fast food consumption

Table 4.25
Correlation Coefficient between respondents age and respondents awareness on fast food consumption

		Age	Awareness on fast food consumption
Age	Correlation Coefficient	1.000	-.299**
	Sig. (2-tailed)	.	.001
	N	130	130
Awareness on fast food consumption	Correlation Coefficient	-.299**	1.000
	Sig. (2-tailed)	.001	.
	N	130	130

**Correlation is significance at the .01 level (2-tailed)

The above table indicates the strength and direction of relationship between respondents age and respondents awareness on fast food consumption. The 'r' value that gained from the Spearman Correlation showed that the value of -0.299. It shows that between those variables they have negative relationship.

In analyzing the significant between these variables, since the significant value of both variables were 0.001, its means that, there is a significant relationship between respondents age and respondents awareness on fast food consumption. There is reject the null hypotheses. In here it can

be said that age is the factor to determine the awareness of public on fast food consumption.

4.8.2 Correlation Coefficient between respondents age and respondents perception on fast food consumption

Table 4.26
Correlation Coefficient between respondents age and respondents perception on fast food consumption

		Age	Perception on fast food consumption
Age	Correlation Coefficient	1.000	.431**
	Sig. (2-tailed)	.	.000
	N	130	130
Perception on fast food consumption	Correlation Coefficient	.431**	1.000
	Sig. (2-tailed)	.000	.
	N	130	130

**Correlation is significance at the .01 level (2-tailed)

Refer to the above table, indicates that the strength and direction of relationship between respondents age and respondents perception on fast food consumption. The 'r' value that gained from the Spearman Correlation showed that the value of 0.431. Its shows that, between those variables they have positive relationship.

In analyzing the significant between the variables, since the significant value of both variables were 0.000, it means that there is a significant relationship between respondents age and respondents perception on fast

food consumption. There is reject the null hypotheses. In here it can be said that age is the factor to determine the public perception on fast food consumption.

4.8.3 Correlation Coefficient between respondents occupation and respondents awareness on fast food consumption

Table 4.27
Correlation Coefficient between respondents occupation and respondents awareness on fast food consumption

		Occupation	Awareness on fast food consumption
Occupation	Correlation Coefficient	1.000	.188*
	Sig. (2-tailed)	.	.032
	N	130	130
Awareness on fast food consumption	Correlation Coefficient	.188*	1.000
	Sig. (2-tailed)	.032	.
	N	130	130

*Correlation is significance at the .05 level (2-tailed)

The above table indicates the strength and direction of relationship between respondent occupation and respondents awareness on fast food consumption. The 'r' value that gained from the Spearman Correlation showed that the value of 0.188. It shows that between those variables they have positive relationship.

In analyzing the significant between the variables, since the significant value of both variables were 0.032, it means that there is have significant

relationship between respondents occupation and respondents awareness on fast food consumption. There is reject the null hypotheses. In here it can be said that occupation is the factor to determine the public awareness on fast food consumption. It is because the significant value is lower than alpha value which is 0.05.

4.8.4 Correlation Coefficient between respondents occupation and respondents perception on fast food consumption

Table 4.28
Correlation Coefficient between respondents occupation and respondents perception on fast food consumption

		Occupation	Perception on fast food consumption
Occupation	Correlation Coefficient	1.000	-.215*
	Sig. (2-tailed)	.	.014
	N	130	130
Perception on fast food consumption	Correlation Coefficient	-.215*	1.000
	Sig. (2-tailed)	.014	.
	N	130	130

*Correlation is significance at the .05 level (2-tailed)

Refer to the above table, indicates that the strength and direction of relationship between respondents occupation and respondents perception on fast food consumption. The 'r' value that gained from the Spearman Correlation showed that the value of -0.215. It shows that between those variables they have negative relationship.

In analyzing the significance between variables, since the significant value of both variables was 0.014, it means that there is significant relationship between respondents occupation and respondents perception on fast food consumption. It is because the significant value is lower than alpha value which is 0.05. There is reject the null hypotheses. In here it can be said that occupation is the factor to determine the public's perception on fast food consumption.

4.8.5 Correlation Coefficient between respondents education level and respondent awareness on fast food consumption

Table 4.29
Correlation Coefficient between respondent's education level and respondent awareness on fast food consumption

		Education Level	Awareness on fast food consumption
Education Level	Correlation Coefficient	1.000	.355**
	Sig. (2-tailed)	.	.000
	N	130	130
Awareness on fast food consumption	Correlation Coefficient	.355**	1.000
	Sig. (2-tailed)	.000	.
	N	130	130

**Correlation is significance at the .01 level (2-tailed)

Refer to the above table, indicates that the strength and direction of relationship between respondents education level and respondents awareness on fast food consumption. The 'r' value that gained from the

Spearman Correlation showed that the value of 0.355. It shows that between those variables they have positive relationship.

In analyzing the significant between the variables, since the significant value of both variables were 0.000, it means that there is significant relationship between respondents education level and respondents awareness on fast food consumption. There is reject the null hypotheses.

4.8.6 Correlation Coefficient between respondents education level and respondent perception of fast food consumption

Table 4.30
Correlation Coefficient between respondent’s education level and respondent perception on fast food consumption

		Education Level	Perception on fast food consumption
Education Level	Correlation Coefficient	1.000	-.452**
	Sig. (2-tailed)	.	.000
	N	130	130
Perception on fast food consumption	Correlation Coefficient	-.452**	1.000
	Sig. (2-tailed)	.000	.
	N	130	130

**Correlation is significance at the .01 level (2-tailed)

The above table indicates, that the strength and direction of relationship between respondents education level and respondents perception on fast food consumption. The ‘r’ value that gained from the Spearman

Correlation showed that the value of -0.452. It shows that between those variables they have negative relationship.

On the other hands in term of their significant, the analysis has given the value of both variables been 0.000. It means that there is significant relationship between respondents education level and respondents perception on fast food consumption. There is reject the null hypotheses.

4.9 Summary

By referring to the above findings analysis, it can be summarize that the Public in UiTM, Melaka City Campus are aware with the Fast Food Consumption which occurs in their daily life. From the conceptual framework (figure 2.1), the moderating variables are the age, occupation and education level. The age, occupation and education level is the factor that affects the Public's awareness and perception in UiTM, Melaka City Campus regarding fast food consumption. Besides, Public in UiTM, Melaka City Campus has their own perception on receptiveness of fast food in daily life especially the impact on the good health. In addition, from this findings there are several recommendation that need to be suggested (refer Chapter 5).

CHAPTER 5 CONCLUSION & RECOMMENDATIONS

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 A Brief Statement of the Finding

Malaysia is a developing country which provides a growth of development for our future nation. There are lots of developments in various sectors especially in economics in every state of country. The incremental growth of economic especially in food and restaurant services gives the colors to local marketers to promote their business. But, unfortunately the growths of fast food restaurants in our country give the side effects not only in people's health, but also affect their good health. Therefore, it is important for us as a consumer to take a serious attention about this matter especially about our fast food consumption.

Briefly, we could say that majority of the respondents that had been gathered are males. Meanwhile, most of the respondents' age is 20-29 years old. All the respondents are Malays and they are working in UiTM, Melaka City Campus.

In section C, while asking what are the fast food issues that the respondents know are, it stated that 107 respondent know the issue on fast food cause of many disease rather than huge advertisement. While 67 respondents believe that they know about the fast food services through mass media and electronics. In

addition, majority of respondents went to the fast food restaurants once a month compared only 3 respondents went for every week. Meanwhile, 46 respondents' beliefs that the fast food helps their daily life because it saves times and less costs.

Last but not least, 49 respondents are strongly agree that there a lots of advertisements about the impact of fast food consumptions and only a3 respondents strongly disagree. There also 62 respondents who agree and beliefs that a human body is easily affected because of fast food consumptions. In addition, 61 respondents agree that fast food may be addictive compared 5 respondents strongly disagree. Meanwhile, majority of respondents strongly agree and beliefs that fast food is a contributed factors in the rise f lifestyle disease like obesity, diabetes and hypertension. And lastly, 75 respondents agree that providers of fast food ignore campaigns to promote a balance diet and healthy lifestyle among Malaysians.

5.2 Conclusions

5.2.1 Respondents' Awareness

Based on the finding, it can be conclude that the majority of the consumers in UiTM, Melaka City Campus are aware about the fast food issues pertaining their daily consumer products. Among the

fast food issues that occur in our country are the issues on huge advertisements, issue on bad influence on children, cause of many diseases and issue on loss of family institution. In this study, the publics in UiTM, Melaka City Campus are mostly aware about the issues on huge advertisements. By referring to research done by Anita Goyal and N.P. Singh (2007), about consumer perception about fast food in India, results indicate that the young Indian consumer has passion for visiting fast food outlets for fun and change but home food is their first choice. Further, consumers feel that fast food outlets must provide additional information on nutritional values and hygiene conditions inside kitchen.

In Malaysia, mass media and electronic played an important role in disseminate information to the public. The media helps the government to educate the public regarding on their rights as a citizen and consumers as in general. In a case study of publics in UiTM, Melaka City Campus, mass media and electronics are the medium that disclose the fast food issues to them.

As a consumer, the knowledge about the fact of fast food is the priority in their life. This is including the ingredients or the contains of each meals, the consequences of consume it and what are the beneficial to the life. Even though most of the consumers are aware

about the fast food issues, but then, there are still numbers of consumer who does not realize the bad side of consumed fast food.

5.2.2 Factors That Contribute to Perceive and Receive Fast Food

This part is discussed about the factors that would contribute to perceive and receive fast food in their life. Through this study, the frequency to go to the fast food restaurants were determine in a month. There are numbers of consumers who went to fast food restaurants for three times per month. Its give the pictures on how fast food really affect their life and how public perceive it.

However, there are several factors that have been discovered in this study that might lead to the fast food consumption. Firstly, is preparing the faster meal. As we know, fast food give us option because its serves us quickly and sharp. We do not have to wait for long time to eat it. Secondly, it's save time and less costs. As we know, the price at every fast food meals and restaurants are quite similar and slightly standards. So publics do not much worry about the price as well as it can save out time.

Thirdly, its give consumers various taste of meals. Publics are likely to have various tastes because every people have their own taste.

The chances give them power to choose according to what restaurant they enter to. Last but not least, its give option on food. Its includes the types of chicken, burgers, nuggets, ice cream and various beverages. From that, consumers are easily to choose which meals they most interested and want.

5.2.3 Respondents' Perception on Fast Food Cause the Failure of Good Health

In Malaysia, there are many advertisements about the impacts of fast food consumption including the negative effects on consumed it. But unfortunately, publics are still stubborn to admit it. Even though there is huge advertisement about the effects, it still not sufficient to educate our publics. In addition, respondent beliefs that a human body is easily affected because of fast food consumption. As we know, the unhealthy ingredients will spread out in our body especially in minds and body. So that, the possibilities to get disease such as diabetes is high.

In addition, fast food also may be addictive. It is because, the several reasons such as the taste, save time and less cost. The fast food consumption among the children can be bad in their early growth. The parents should ensure that they do not expose their

children on fast food meals. Last but not least, respondent belief that the providers of fast food ignore the campaigns to promote a balance diet and healthy lifestyle among Malaysians. It is because from the finding it shows that most of the respondents agree that their awareness and perception level based on the ignorance of fast food campaign by providers. So that, the publics lack of knowledge and education about the balance diet and good life.

5.3 Recommendations

Based on the findings and through the study that had been conducted, several recommendations have been provided inn giving some ideas on area where it can increase the level of public awareness regarding the fast food issues and to improve the effectiveness of the existed organization in solving the fast food issues.

Firstly, it can be recommended that there should reduce the fast food advertisement to avoid the attraction from children. The government especially has to monitor the growth of fast food advertisement in the countries. By having the restrictions on advertisement, public are not really exposed by the delicious of food itself. It means, publics only know if there have seen the restaurant by themselves and does not from the advertisement.

Secondly, it can be recommended to forcing fast food's producers to clearly label their products with calorie content charts. It means, by having the information about the ingredient, they can take positive steps to slowly avoid the fast food as well as take corrective action to ignore it forever. It also helps publics motivate themselves to eat healthy food such as vegetables and nutrient foods,

Thirdly, it can be recommended to provide educational efforts to raise the public's awareness. It means, our government now can plan and then implement various activities that could help reduce the numbers of fast food consumption. For example, campaign on healthy lifestyle among citizens. Even though the same campaign is already done by the government, the top management can modified the plan to be more interesting and can attract the views of publics at large.

Last but not least, it can be recommended that government can reduce the number of fast food restaurants in shopping malls and rest stops throughout the country's highway. By implement it, the campaign on healthy lifestyle can be success as well as reduce the number of types of diseases among citizens. So that, as a conclusion, a strong cooperation is needed to ensure that all strategies and recommendations can fully achieve it targets.

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APPENDICES

APPENDICES



**UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

QUESTIONNAIRES / BORANG SELIDIK

TOPIC / TAJUK

**PUBLIC AWARENESS AND PERCEPTION ON FAST FOOD CONSUMPTION
(A CASE STUDY IN UiTM, MELAKA CITY CAMPUS)**

**KESEDARAN DAN PENERIMAAN ORANG AWAM TERHADAP
PENGAMBILAN MAKANAN SEGERA
(KAJIAN DI UiTM MELAKA, KAMPUS BANDARAYA)**

We are conducted research on Public Awareness and Perception on Fast Food Consumption (A case study in UiTM, Melaka City Campus). This research only for the study purpose and all the information gained from your response will be kept strictly confidential. Thank you for your corporation.

Students / Pelajar (Researcher / Penyelidik):

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Project Supervisor / Penyelia Projek

Miss Khairiyah Binti Hj. Md. Shahid
Faculty of Administrative Science and Policy Studies
Universiti Teknologi Mara
Kampus Bandaraya Melaka

PART A / BAHAGIAN A

Respondent Profile/ Latarbelakang Responden

Please '✓' the appropriate box
Sila tandakan '✓' pada kotak berkenaan.

1. Gender / Jantina

☐	1) Male/ Lelaki
☐	2) Female/ Perempuan

2. Age/ Umur

☐	1) 20 -29 years old/ 20 - 29 tahun
☐	2) 30 - 39 years old/ 30 – 39 tahun
☐	3) 40 – 49 years old/ 40 – 49 tahun
☐	4) 50 years old and above / 50 tahun ke atas

3. Races / Bangsa

☐	1) Malay / Melayu
☐	2) Indian / India
☐	3) Chinese / Cina
☐	4) Others / Lain-lain (Please Specify / Sila Nyatakan _____)

4. Occupation / Pekerjaan

	1) Academic Staff / Staf Akademik
	2) Non-academic Staff / Bukan staf akademik
	3) Private Sector / Sektor Swasta
	4) Student / Pelajar

5. Education Level / Taraf Pendidikan

	1) Secondary School / Sekolah Menengah
	2) College / Kolej
	3) University / Universiti

PART B / BAHAGIAN B

Please tick (/) in appropriate box. Choose only one answer / Sila tandakan (/) pada kotak yang berkenaan. Sila pilih satu jawapan sahaja.

Whether the public knows and is aware of the existence of fast food / Sama ada orang awam tahu dan sedar tentang kewujudan makanan segera.

1. What do you understand by word 'fast food' / Apa yang anda faham tentang "makanan segera"

☐	a) Convenient and tasteful / Mudah dan Sedap
☐	b) Cheap and ready made / Murah dan sedia siap
☐	c) Typically food cooked in bulk and in advance and kept warm, or reheated/ Dimasak dalam kuantiti banyak dan cepat, kekal panas atau dipanaskan semula
☐	d) Little or no nutrient value to the diet / Sikit atau tiada khasiat dalam diet.

2. Where do you know about fast food / Dari mana anda tahu tentang makanan segera?

☐	a) Advertisement in newspaper or magazine / Iklan dalam suratkhobar dan majalah
☐	b) Pamphlets and flyers / Risalah
☐	c) Friends and Family / Kawan dan keluarga
☐	d) Mass media and electronics / Media massa dan elektronik

3. Is there any fast food restaurant in your place or residential area / Adakah terdapat restoran makanan segera di tempat atau sekitar kediaman anda?

☐	a) Yes / Ya
☐	b) No / Tiada

4. How many fast food restaurants exist nearest at your place/ Berapa banyak restoran makanan segera yang wujud berdekatan tempat anda?

☐	a) None / Tiada
☐	b) 1 - 2
☐	c) 3 > 5
☐	d) > 5

PART C / BAHAGIAN C

Please tick (/) in appropriate box. Choose only one answer / Sila tandakan (/) pada kotak yang berkenaan. Sila pilih satu jawapan sahaja.

Does the public perceive and receive fast food in their life / Bagaimanakah pandangan dan penerimaan orang awam terhadap makanan segera dalam kehidupan mereka?

1. How many times you go to fast food restaurant in a month / Berapa kali anda pergi ke restoran makanan segera dalam sebulan?

☐	a) Once per month
☐	b) Twice per month
☐	c) Three times per month
☐	d) Every week / setiap minggu

2. Do you like the location of fast food at your places / Adakah anda suka lokasi restoran makanan segera di tempat anda?

☐	a) Yes/ Ya
☐	b) No / Tidak

3. How do you perceive fast food services / Bagaimana penerimaan anda tentang perkhidmatan makanan segera?

☐	a) Very good / Baik sekali
☐	b) Good / Baik
☐	c) Not good / Tidak baik
☐	d) Not very good / Sangat tidak baik

4. How fast food could help you in your daily life / Bagaimanakah makanan segera membantu anda dalam kehidupan harian?

	a) Preparing the faster meal / Menyediakan hidangan yang cepat
	b) Save time and less cost / Jimat masa dan kos
	c) Give various taste of meal / Kepelbagaian citarasa
	d) Give option on food / Memberi pilihan dalam makanan

5. Do you really understood the ingredient and calories in fast food / Adakah anda benar-benar faham tentang kandungan dan kalori dalam makanan segera?

	a) Really understand / Sangat faham
	b) Understand / Faham
	c) Do not understand / Tidak faham
	d) No idea at all / Tidak tahu langsung

6. Do you aware with the issues regarding the fast food / Adakah anda sedar tentang isu-isu berkaitan dengan makanan segera?

	a) Yes / Ya
	b) No / Tidak

7. What are the issues of fast food that you know / Apa isu-isu makanan segera yang anda tahu?

	a) Huge advertisement / Iklan secara meluas
	b) Bad influence on childrens / Tabiat buruk pada kanak-kanak
	c) Causes of many diseases / Penyebab bagi kebanyakan penyakit
	d) Lost of family institution / Kehilangan institusi kekeluargaan

8. What are the strategies that governments can exercise in reducing the consumption of fast food / Apakah strategi-strategi yang kerajaan patut lakukan untuk mengurangkan penggunaan makanan segera?

	a) Ban fast food advertisements / Pengharaman iklan makanan segera
	b) Forcing fast food firms to clearly label their products with calorie content charts / Mengarahkan syarikat makanan segera untuk melabel kandungan kalori
	c) Educational effort to raise the public's awareness / Usaha pendidikan untuk meraih kesedaran orang awam.
	d) Reduce the number of fast food restaurants at shopping malls and rest stops throughout the country's highway/ Kurangkan bilangan restoran makanan segera di pusat membeli-belah dan kawasan rehat sepanjang lebuh-raya negara.

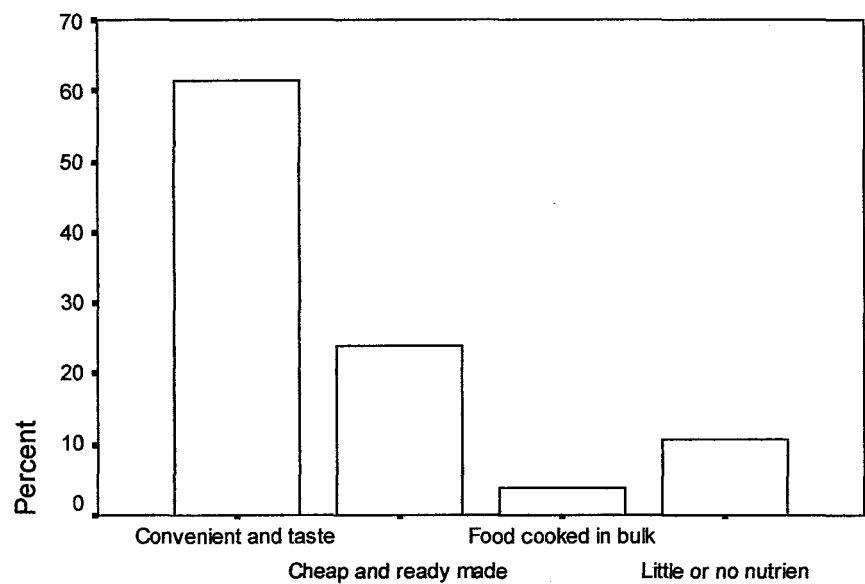
PART D / BAHAGIAN D

Whether the fast food could cause the failure of good health / Sama ada makanan segera boleh menyebabkab kegagalan kesihatan yang baik

	(1)	(2)	(3)	(4)	(5)
	Strongly Disagree Sangat Tidak Setuju	Disagree Tidak Setuju	Neutral Nutral	Agree Setuju	Strongly Agree Sangat Setuju
1. There are many advertisements about the impact of fast food consumption / Terdapat banyak iklan-iklan tentang kesan penggunaan makanan segera.	1	2	3	4	5
2. A human body is easily affected because of fast food consumption / Badan manusia amat mudah diserang kerana pengambilan makanan segera.	1	2	3	4	5
3. Fast food may be addictive / Makanan segera mungkin menyebabkan ketagihan.	1	2	3	4	5
4. Fast food is a contributing factor in the rise of lifestyle disease like obesity, diabetes and hypertension / Makanan segera adalah faktor penyumbang kenaikan penyakit seperti kegemukan, kencing manis dan hipertensi.	1	2	3	4	5
5. Providers of fast food ignore campaigns to promote a balance diet and healthy lifestyle among Malaysians / Makanan segera abaikan kempen-kempen promosi diet seimbang dan gaya hidup sihat.	1	2	3	4	5

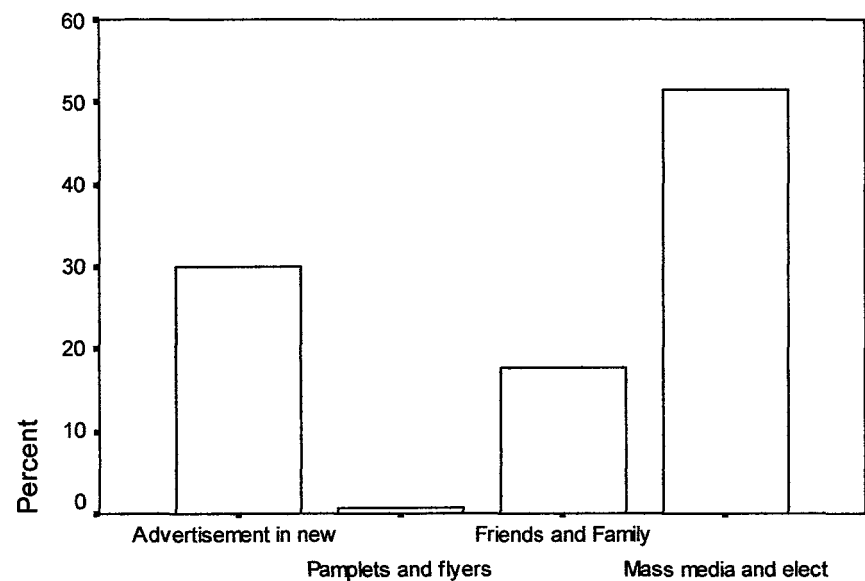
APPENDICES

Understand by the word fast food



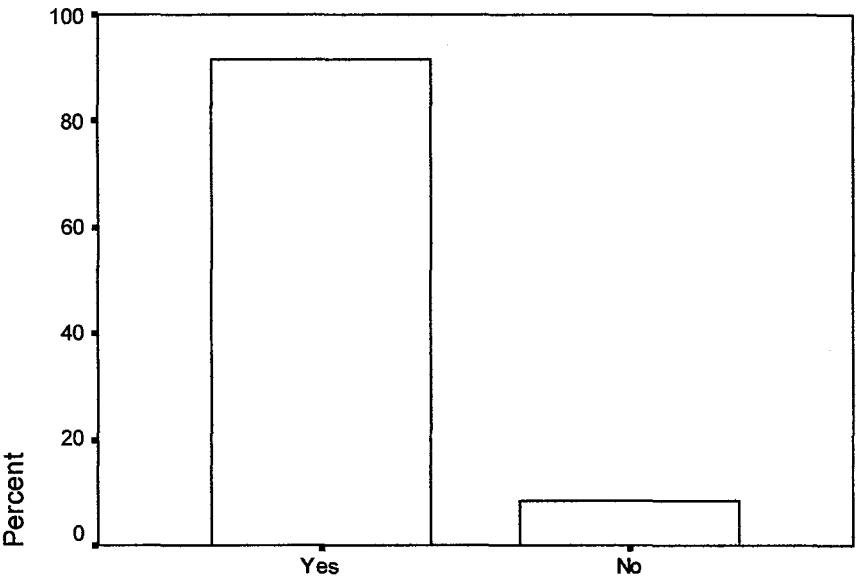
Understand by the word fast food

Where do you know about fast food



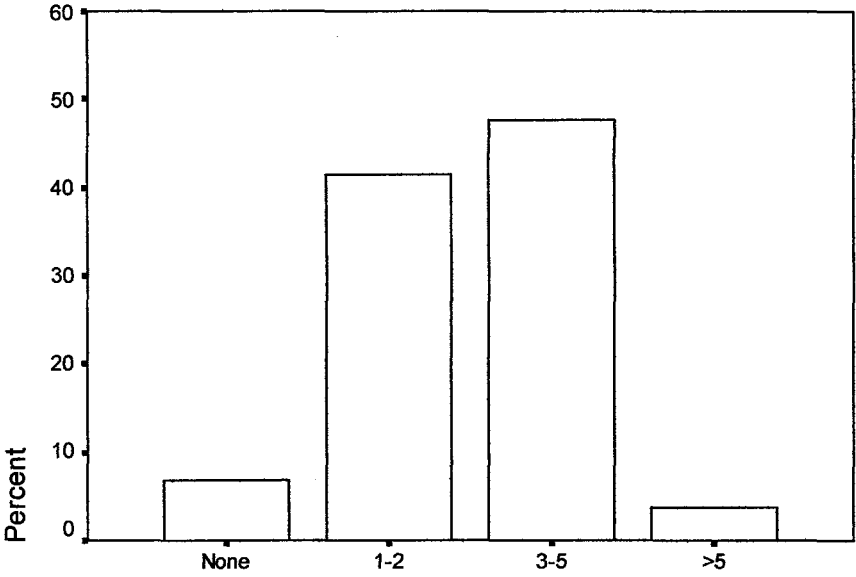
Where do you know about fast food

Is there any fast food restaurant



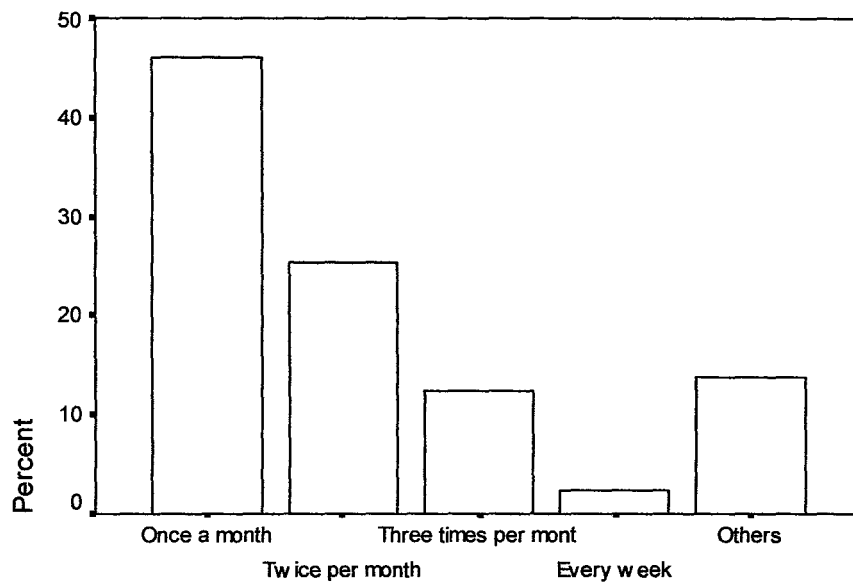
Is there any fast food restaurant

How many fast food restaurant exist



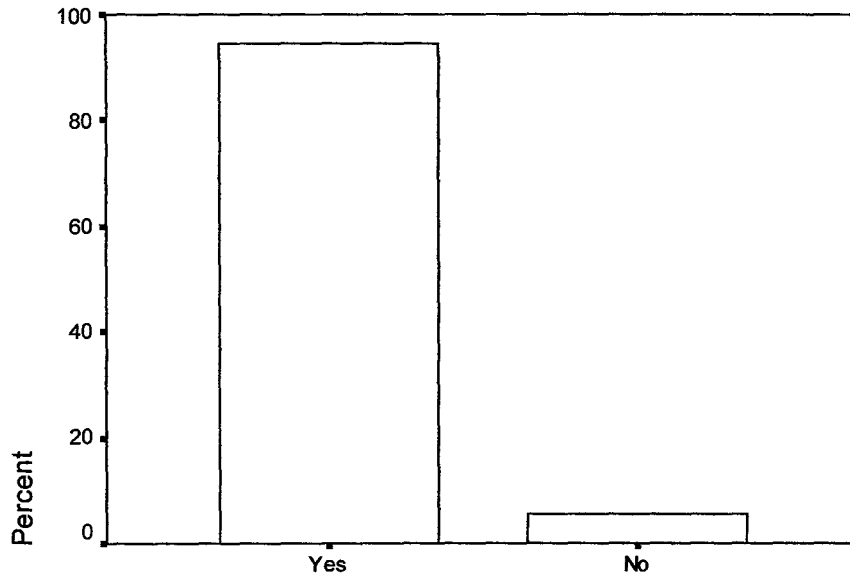
How many fast food restaurant exist

How many times go to fast food restaurant



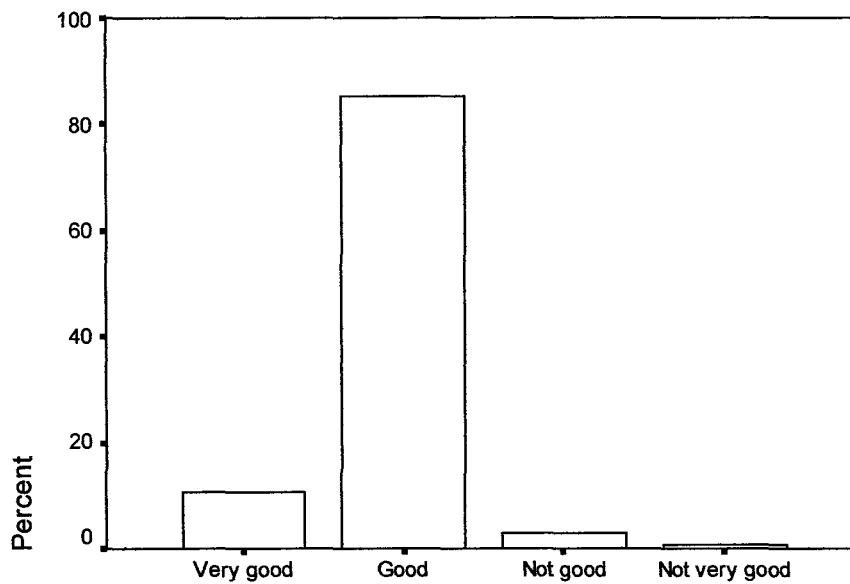
How many times go to fast food restaurant

Do you like the location of fast food at your place



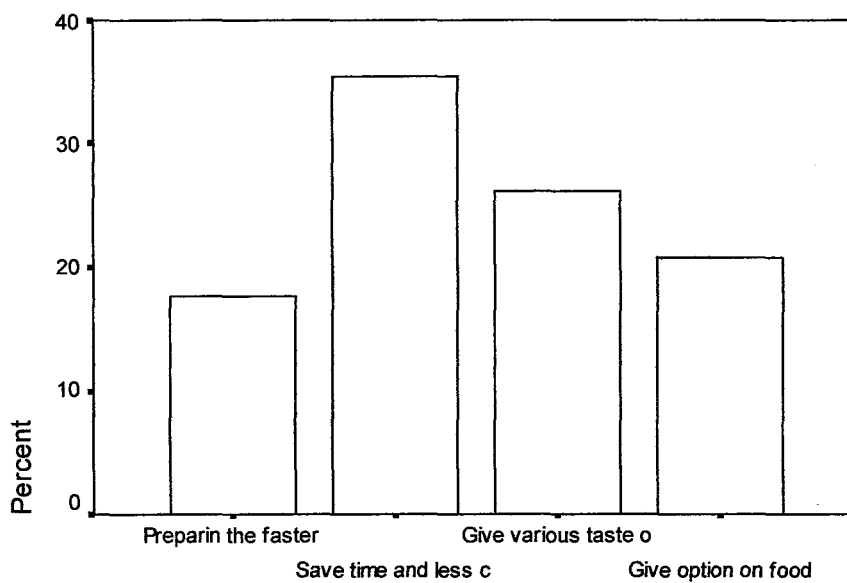
Do you like the location of fast food at your place

How do you perceive fast food services



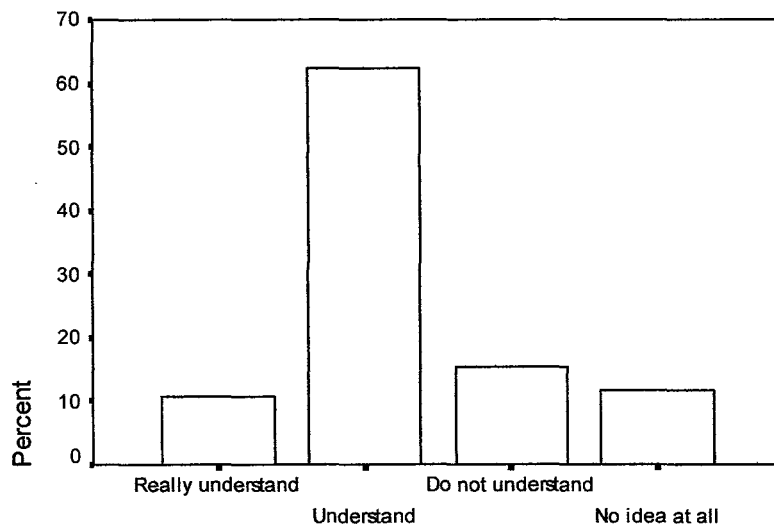
How do you perceive fast food services

How could fast food help in daily life



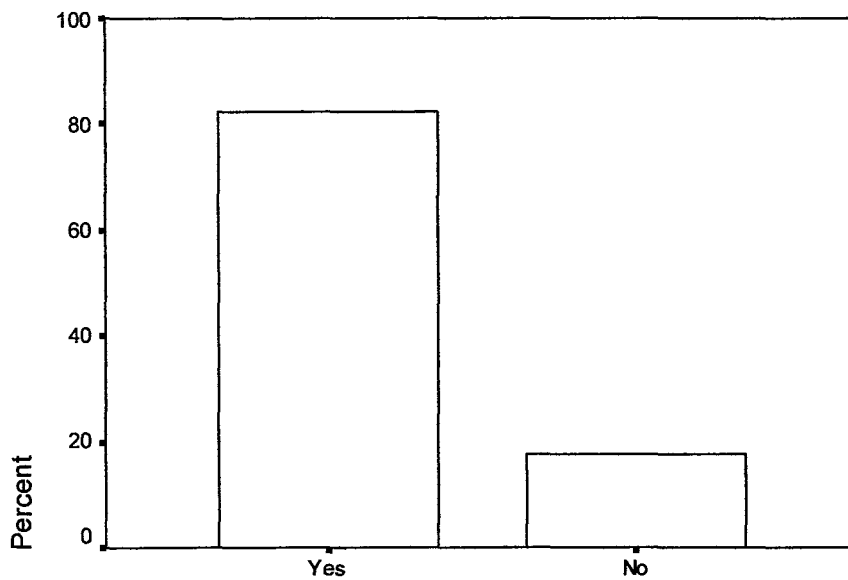
How could fast food help in daily life

Do you really understand the ingredient



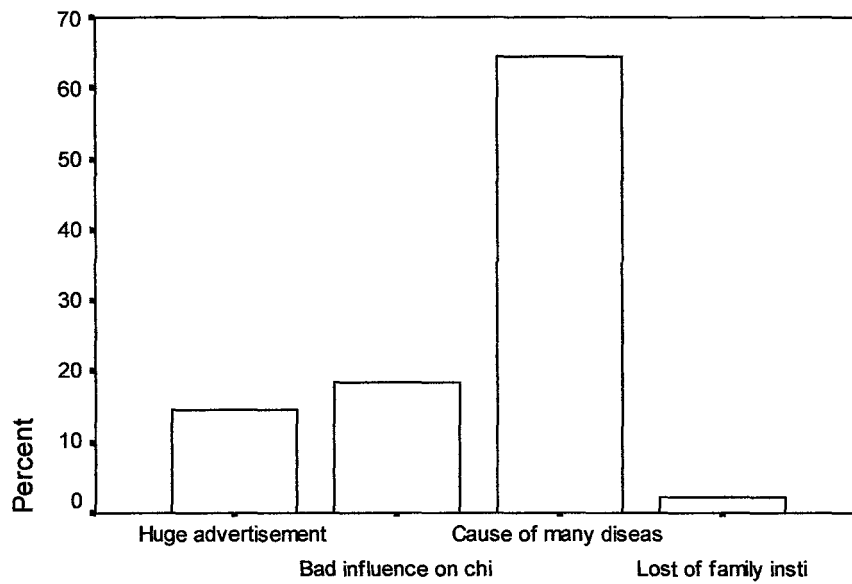
Do you really understand the ingredient and calories

Are you aware of the issues of fast food



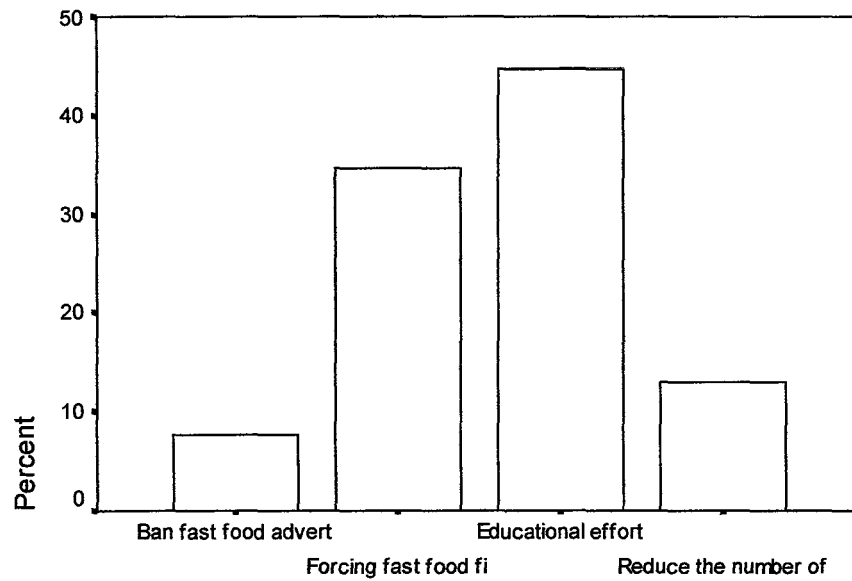
Are you aware of the issues regarding the fast food

What are the issues of fast food that you know



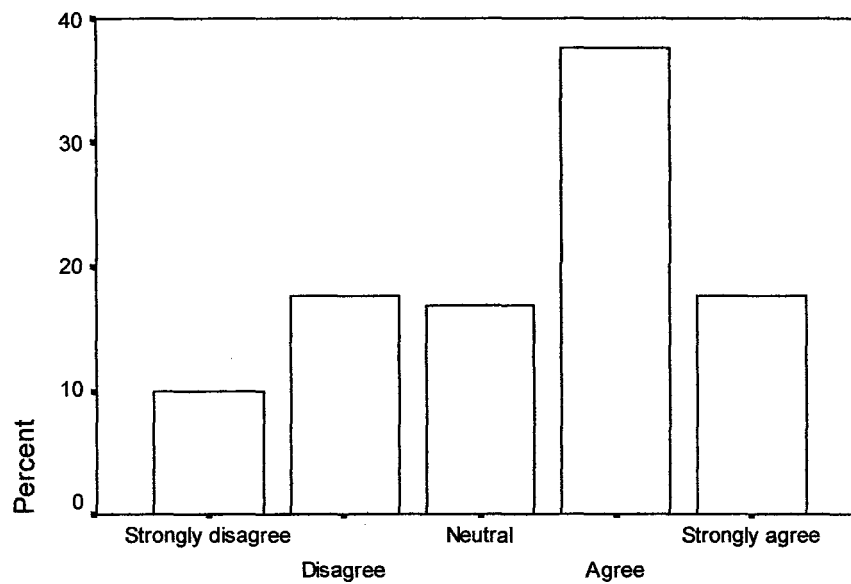
What are the issues of fast food that you know

Suggestion of Strategy



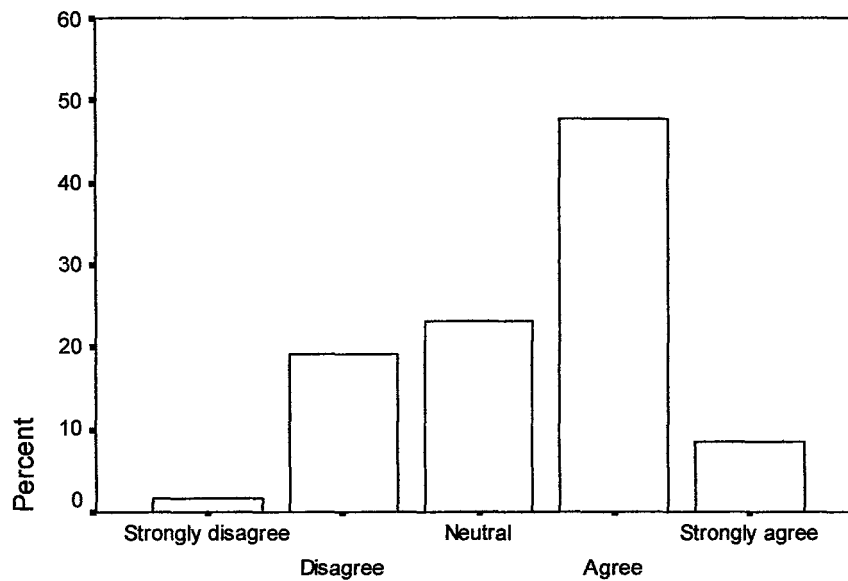
What are the strategies that government can exercise

Advertisement about fast food impact



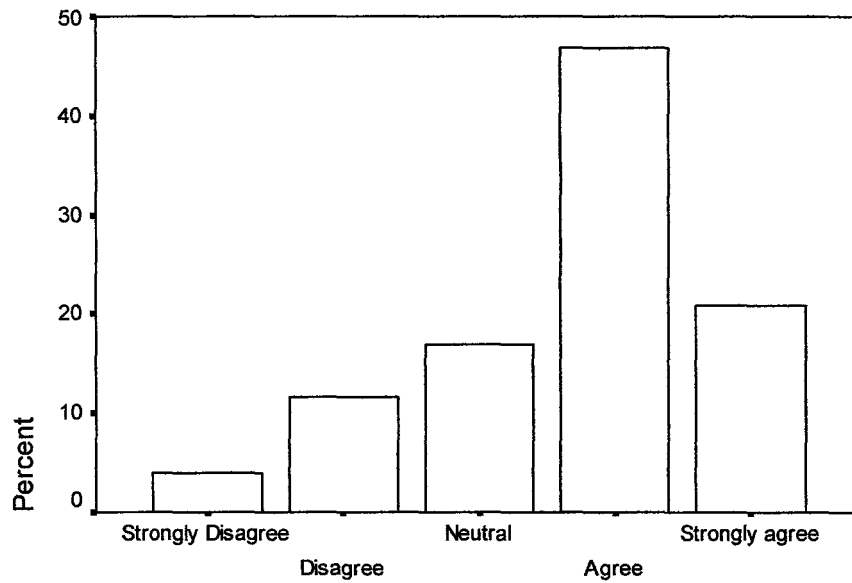
There are many advertisement about the impact of fast food cons

A human body is easily affected



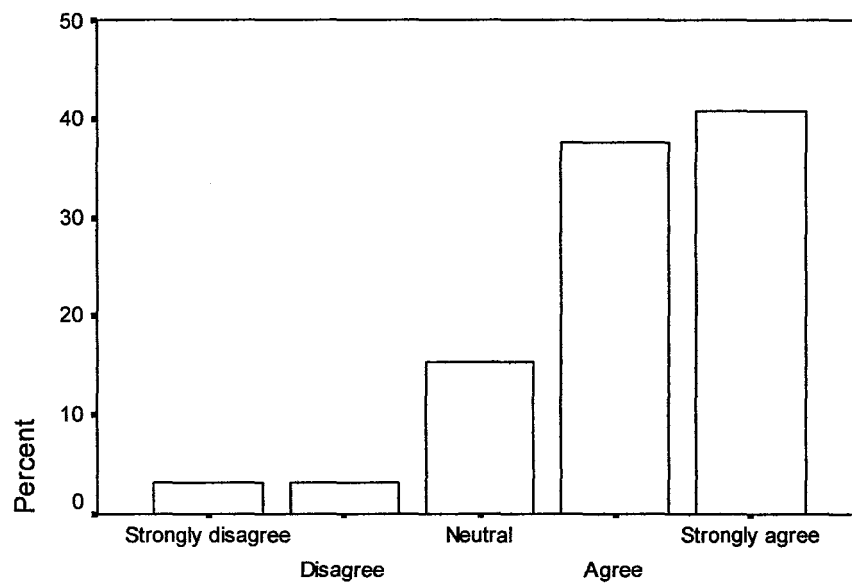
A human body is easily affected because of fast food consumption

Fast food may be addictive



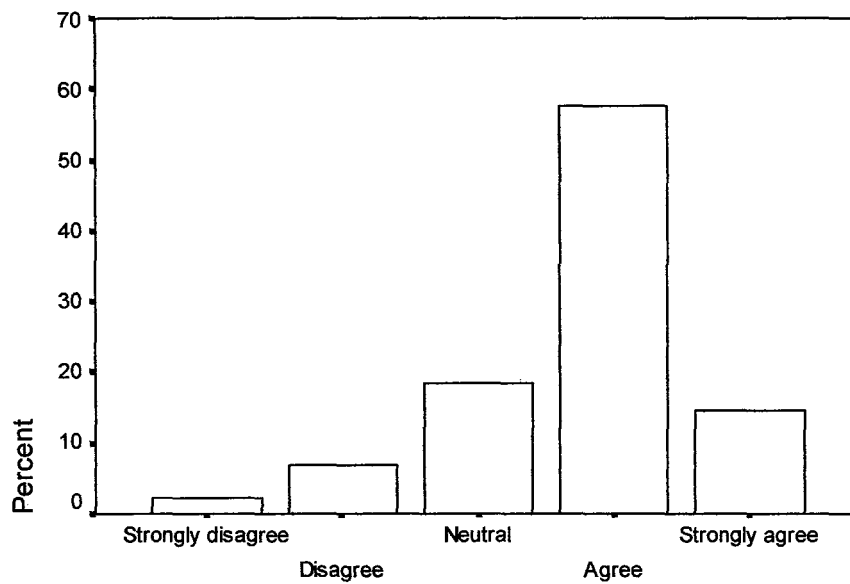
Fast food may be addictive

Contributing factor of lifestyle diseases



Fast food is a contributin factor in the rise of lifestyle diseases

Providers ignore campaign



Providers of fast food ignore campaigns to promote balance diet

Correlations

			Age	Understand by the word fast food
Spearman's rho	Age	Correlation Coefficient	1.000	-.299**
		Sig. (2-tailed)	.	.001
		N	130	130
	Understand by the word fast food	Correlation Coefficient	-.299**	1.000
		Sig. (2-tailed)	.001	.
		N	130	130

** . Correlation is significant at the .01 level (2-tailed).

Correlations

			Age	How could fast food help in daily life
Spearman's rho	Age	Correlation Coefficient	1.000	.431**
		Sig. (2-tailed)	.	.000
		N	130	130
	How could fast food help in daily life	Correlation Coefficient	.431**	1.000
		Sig. (2-tailed)	.000	.
		N	130	130

** . Correlation is significant at the .01 level (2-tailed).

Correlations

			Occupation	Understand by the word fast food
Spearman's rho	Occupation	Correlation Coefficient	1.000	.188*
		Sig. (2-tailed)	.	.032
		N	130	130
	Understand by the word fast food	Correlation Coefficient	.188*	1.000
		Sig. (2-tailed)	.032	.
		N	130	130

*. Correlation is significant at the .05 level (2-tailed).

Correlations

			Occupation	How could fast food help in daily life
Spearman's rho	Occupation	Correlation Coefficient	1.000	-.215*
		Sig. (2-tailed)	.	.014
		N	130	130
	How could fast food help in daily life	Correlation Coefficient	-.215*	1.000
		Sig. (2-tailed)	.014	.
		N	130	130

*. Correlation is significant at the .05 level (2-tailed).

Correlations

			Education Level	Understand by the word fast food
Spearman's rho	Education Level	Correlation Coefficient	1.000	.355**
		Sig. (2-tailed)	.	.000
		N	130	130
	Understand by the word fast food	Correlation Coefficient	.355**	1.000
		Sig. (2-tailed)	.000	.
		N	130	130

** . Correlation is significant at the .01 level (2-tailed).

Correlations

			Education Level	How could fast food help in daily life
Spearman's rho	Education Level	Correlation Coefficient	1.000	-.452**
		Sig. (2-tailed)	.	.000
		N	130	130
	How could fast food help in daily life	Correlation Coefficient	-.452**	1.000
		Sig. (2-tailed)	.000	.
		N	130	130

** . Correlation is significant at the .01 level (2-tailed).

UNIVERSITI TEKNOLOGI MARA
FAKULTI SAINS PENADBIRAN DAN PENGAJIAN
POLISI



PUBLIC AWARENESS AND PERCEPTION ON FAST
FOOD CONSUMPTION
(A CASE STUDY IN UTM, MELAKA CITY CAMPUS)

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NOVEMBER 2007