

UNIVERSITI TEKNOLOGI MARA

**THE MODERATING ROLE OF
RELIGIOSITY AND EATING
LIFESTYLE ON THE
RELATIONSHIP BETWEEN FAST
FOOD INDUSTRY CSR PRACTICES
AND YOUTH'S PERCEPTION
TOWARDS HEALTHY EATING
PROMOTION IN MALAYSIA**

**NOR EZATIE MUKMINAH
BINTI MUHAMMAD ZAMRI**

PhD

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Thesis submitted in fulfilment
of the requirements for the degree of
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ABSTRACT

Obesity, often referred to as the silent killer, has been creeping into Malaysian society due to high-calorie food intake, unhealthy food choices, sedentary lifestyles, and metabolic dysfunction, despite numerous obesity prevention programmes being implemented. The World Health Organization (WHO) identifies obesity as one of the most critical challenges to global health in the 21st century. WHO introduced the term "globesity" to characterise obesity as a global epidemic. Nowadays, fast food is a popular choice among the young generation, as it is often associated with convenience, affordability and taste. Nevertheless, the continuous consumption of fast food increases the risk of obesity among the young generation due to its high content of unhealthy fats, salt, and sugar. Ensuring the daily consumption of nutritious food is paramount to achieving a healthy diet. The fast food industry has an ethical responsibility to engage in health-related Corporate Social Responsibility (CSR) activities such as innovation in advertising, adjustment in portion sizes and transparent nutritional labelling. Hence, this study employed an explanatory mixed method approach in which the data collection was performed through distribution of questionnaires and interviews. A 5-point Likert-scale survey was utilised to explore the perceptions of 684 young individuals towards the four types of CSR practices performed by the fast food industry: namely, economic, legal, ethical, and philanthropic. Several analyses including Multiple Regression Analysis and PROCESS Analysis were conducted to fulfil the research objectives. The findings indicate that young individuals perceive that three types of CSR: economic, legal, and ethical as having a significant relationship with youth's perception on CSR effectiveness towards healthy eating promotion. In contrast, philanthropic CSR is not seen to have a meaningful impact. Furthermore, the PROCESS analysis confirms that religiosity plays a moderating role in the relationship between economic CSR activities and the effort to combat the rise of globesity among the younger generation. Meanwhile, Thematic Analysis was used to analyse the interview transcripts. The findings from an interview session with two representatives from the fast food industry, revealed that the industry's commitment to implementing health-related CSR initiatives aimed at promoting healthy eating among young consumers and reducing obesity cases in Malaysia. In addition, two informants from the Ministry of Health explained that the government continues to ensure that food operators in Malaysia comply with food regulations and standards to guarantee food that is safe, of high quality, and nutritious. These findings underscore the importance of the fast food industry in upholding its social responsibility by actively promote healthy eating habits, the government's role in aligning national policies with international public health objectives, and the need for individuals to develop greater self-awareness in managing their calorie consumption.

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LIST OF ABBREVIATIONS

Abbreviations

BMI	Body Mass Index
BRFSS	Behavioural Risk Factor Surveillance System (BRFSS)
COVID-19	Coronavirus Disease 2019
CSR	Corporate Social Responsibility
EFA	Exploratory Factor Analysis
HPB	Health Promotion Board
KMO	Kaiser-Meyer-Olkin (KMO)
KFC	Kentucky Fried Chicken
KMO	Kolmogorov-Smirnov
KBS	Ministry of Youth and Sports
KPDNHEP	Ministry of Domestic Trade and Consumer Affairs
MOE	Ministry of Education
MOH	Ministry of Health
KPWKM	Ministry of Women, Family and Community Development
LPPKN	National Population and Family Development Board
NCCFN	National Coordinating Committee for Food and Nutrition
NCD	Non-Communicable Diseases
NHES	National Health Examination Survey
NHMS	National Health Morbidity Survey

NPANM	National Plan of Action for Nutrition in Malaysia
NSP – NCD	National Strategic Plan for Non-Communicable Diseases
SW	Shapiro-Wilk
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
WHO	World Health Organisation

CHAPTER 1

INTRODUCTION

1.1 Chapter Overview

The discussion of the chapter starts with the background of the study for this research. It then explores the globesity epidemic lingering among the young generation and examines its underlying causes. Subsequently, it explains how Corporate Social Responsibility (CSR) practices performed by fast food industry can encourage the young individual eat healthily. The research questions and research objectives of this study are presented, followed by the scope of the study. The chapter also summarises the significance of this study and defines several key terms used in this context. This chapter concludes with a summary at the end of the discussion and a brief outline of the thesis structure.

1.2 Background of Study

Adolescence is a critical period before the transition to adulthood as this period shapes adolescents' eating behaviour, physical activity, psychological health, physical fitness, and body composition. Establishing healthy behaviours early in adolescence promotes long-term health and well-being. However, several diet-related behaviours among youth are linked to overweight and obesity, including skipping breakfast, frequent fast food consumption, and drinking sugar-sweetened beverages. Moreover, previous literature has shown that there has been an increasing calorie intake from fast foods over the past three decades among youth (Makri et al., 2022; Man et al., 2021; Mohammadbeigi et al., 2018; Rajini et al., 2021). Continuous consumption of fast food, which is typically high in unhealthy fats, salt, and sugar, significantly elevates the risk of obesity among the youth (Mohammadbeigi et al., 2018; Zhao et al., 2017).

Overweight and obesity are defined as abnormal or excessive fat accumulation that may compromise health. The World Health Organisation (WHO) classifies overweight and obesity among adults by using Body Mass Index (BMI), where a person's weight in kilograms is divided by the square of their height in meters (kg/m^2) (World Health Organization, 2021). Globally, the number of obese individuals now exceeds that of those who are underweight, making it a major public health problem.

This trend poses substantial healthcare costs to the government due to the increased risk of type 2 diabetes, hypertension, coronary heart disease and stroke (Pan et al., 2021). The WHO reports that the global prevalence of obesity has nearly tripled over the past four decades (between 1975 and 2016), prompting the introduction of the term “globesity” in 2001 to describe obesity as a worldwide epidemic (Mazzeo, 2016; Vasileva et al., 2018; World Health Organization, 2001). Additionally, Thakur et al. (2021) postulate that the United Nations recognises non-communicable diseases (NCDs), including obesity, as a major public health challenge under the Sustainable Development Agenda 2030.

This alarming trend is also evident in Malaysia, where the prevalence of overweight and obesity has surged. Malaysia has been ranked the fattest country in South-East Asia and the National Health and Morbidity Survey (NHMS) 2023 revealed that the trend of obesity continues to rise compared to NHMS 2019 where 54.4% of adults are obese (Institute for Public Health, 2023; Institute of Public Health, 2020). In light of mounting public health concerns, the fast food industry bears an ethical and social responsibility to execute socially responsible practices aimed at preventing obesity through promoting healthy dietary practices (Hossain & Islam, 2020). However, in practice, the fast food industry in Malaysia has not yet widely implemented Corporate Social Responsibility (CSR) to make changes to product formulation, marketing practices, or pricing strategies that could encourage healthier eating. The current CSR responsibilities are often implemented merely as symbolic mechanisms to improve the company’s brand and reputation (Lee et al., 2020; Ming et al., 2022).

It is now imperative for the fast food industry in Malaysia to take more substantive action and adopt CSR initiatives that actively promote healthy dietary behaviours among young consumers because these habits are developed early in life and have long-term effects on health. Katsoulis et al. (2021) argue that addressing obesity among adults is much more challenging, especially after the age of 35. Carroll’s CSR Pyramid outlines four key CSR responsibilities that organisations must engage in, namely economic, legal, ethical, and philanthropic as part of a business strategy that considers the impact of the organisation on society, employees, and other stakeholders (Carroll, 2016). Additionally, CSR initiatives undertaken by the fast food industry can positively influence young consumers’ awareness and choices regarding diet and nutritional intake.

Dumitrescu et al. (2018) posit that the international fast food industry has increasingly adopted various forms of CSR to address obesity-related issues. The initiatives include adjustments in advertising and marketing, portion size modification, nutritional information labelling, provision of nutrition education, and the introduction of healthier menu options (Folkvord et al., 2020; Ha et al., 2022; Khan, 2018; Kim & Ramos, 2018; Liew et al., 2021; Yoon et al., 2020). A study conducted by Baloyi et al. (2023) demonstrates that the fast food industry in South Africa is adapting to consumers' healthier eating habits by allowing the substitution of fries with seasonal vegetables or fruit as side options. In Singapore, the Health Promotion Board (HPB) encourages consumers to read food labels on packaged food and emphasises using the Healthier Choice Symbol (HCS) to guide consumers to make healthier food purchase decisions (Pereira & Talib, 2023). As a result, this approach shifts consumer behaviour toward healthier eating, reduces risk factors for obesity, and strengthens the fast food industry's role in socially responsible practices.

Through these actions, it can be perceived that CSR functions as a mechanism for shaping social norms regarding responsible food consumption. Furthermore, advertisements that promote healthy fast food result in higher perceived food healthiness, lower expected consumption guilt, foster positive attitudes towards the advertisement, and strengthen purchase intentions compared to similar advertisements from unhealthy restaurant brands. In addition to CSR initiatives, religiosity is one of the factors that may influence an individual's dietary intake. Research indicates that higher religiosity is positively associated with healthier food consumption and overall healthy lifestyle practices (Faries et al., 2023; Shahadan et al., 2022). Therefore, in this study, religiosity is proposed as a moderating variable in the relationship between the four CSR responsibilities, namely, economic, legal, ethical, and philanthropic and the youth perception of how these CSR initiatives promote healthy eating and help prevent obesity in the future.

Fast food has become increasingly popular among the youth, and it seems to be part of their eating lifestyle. The high demand for fast food consumption, combined with the eating lifestyles of young people, contributes to the growth of the fast food industry. When visiting fast food restaurants, most youths are accompanied by family and friends, spending their time socializing, chatting, or celebrating parties. In addition, factors such as time constraints, easy accessibility, and affordability further drive them to consume fast food (Abdul Malek et al., 2022). Therefore, eating lifestyle is proposed

as the second moderating variable in this study to explore its influence on the relationship between the four CSR responsibilities and youth perception of how these initiatives promote healthy eating and prevent obesity.

The existing CSR practices within the Malaysian fast food industry remain limited and have yet to be widely implemented in ways that effectively promote healthy eating among youth, highlighting a critical research gap in understanding how CSR initiatives can influence the dietary behaviours of the youth. As such, this study addresses this gap by examining youth's perceptions of CSR activities namely, legal, ethical, economic and philanthropic, performed by the fast food industry. This study also proposes two moderating variables, religiosity and eating lifestyle, to explore how these two factors influence youth perceptions of CSR initiatives in promoting healthy eating.

To strengthen the findings, this study investigates CSR activities undertaken by the fast food industry and also explores the influence of government legal and policy frameworks on CSR practices within the fast food industry. By adopting a mixed-method approach, the study aims to gather comprehensive insights from various stakeholders. The findings are expected to support the young generation in developing healthy dietary patterns even though they frequently visit the fast food restaurants. Furthermore, this study provides valuable insights for the fast food industry in Malaysia to revise current CSR strategies to align with youth demands and expectations. The findings can also guide the government in refining existing food safety, nutrition, and public health policies to promote healthier dietary habits among youth.

1.3 Problem Statement

The World Health Organization (2020) identifies obesity as one of the most critical challenges to global health in the 21st century. The World Obesity Federation reports that nearly 3 billion people are living with overweight or obesity (World Obesity Federation, 2024). Additionally, Malaysia is also recognised as one of the most overweight nations in Southeast Asia, with the rising obesity rate attributed to Malaysians' eating behaviour despite the implementation of various national health initiatives (Mohd-Sidik et al., 2021). As shown in Figure 1.1, the trend of overweight and obesity among adults in Malaysia reports alarming increases since 2011 to 2023, with more than half the population now affected (Institute for Public Health, 2023).

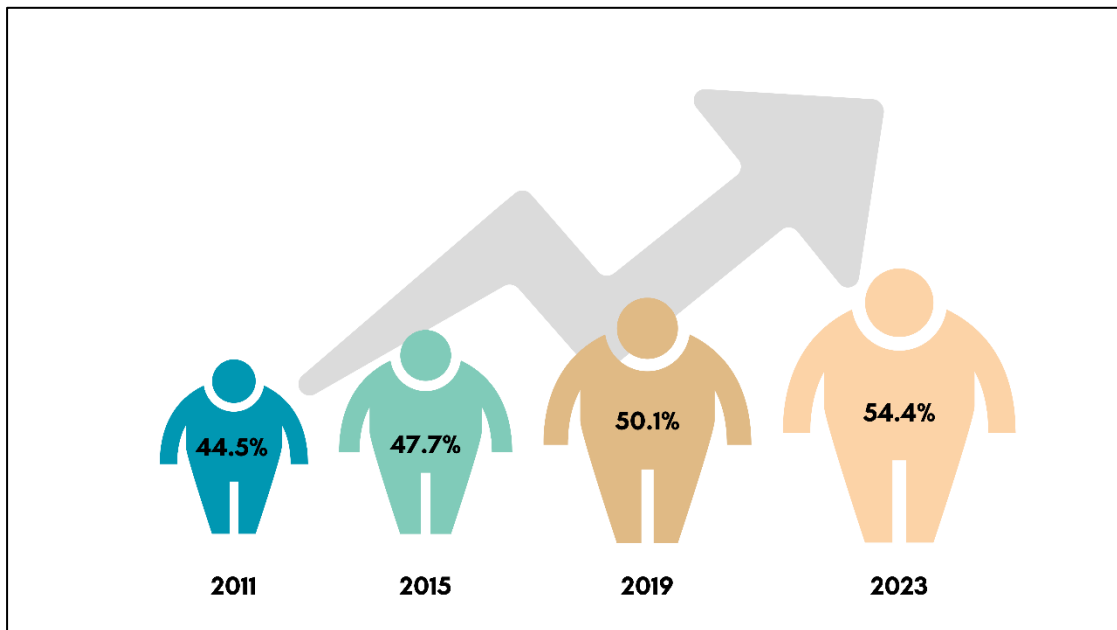


Figure 1.1 Trend of Overweight and Obesity Among Adults in Malaysia from 2011 to 2023
(Institute for Public Health, 2023)

Obesity, often referred to as a “silent killer”, poses serious health risks if not addressed. Being overweight and obese increases the likelihood of developing NCDs such as cardiovascular and kidney disorders, diabetes, high blood pressure, gout, malignancies, and adverse psychological effects (Alagappan et al., 2019; Saniya et al., 2021). Obesity costs Malaysia more in healthcare than any other ASEAN country, making up 19.36% of spending compared to less than 10% in other countries. Obesity also causes people to lose 6 – 11 years of work for men and 7-12 years for women, which negatively impacts the overall economic productivity of the country (MaHTAS, 2023).

Recently, obesity mostly affected youth as there is a steadily increasing obesity trend especially among college and university students (Wan Mohamed Radzi et al., 2019). A study conducted by Wan Zakaria et al. (2021) demonstrates that the majority of university students in Malaysia, aged between 18 and 30 years old, are likely to have poor eating habits, often choosing cheaper and less nutritious food over healthier options for their daily meals. Overweight and obesity could be prevented through lifestyle choices such as healthy eating (Pereira & Talib, 2023). Maintaining a healthy body weight is vital for the young generation to achieve long and quality lives. This supports the Goal No.3 of Sustainable Development Goals (SDGs) which emphasises

that ensuring healthy lives and promoting well-being at all ages is essential to sustainable development (United Nations, 2018).

Nowadays, the young generation tends to have unhealthy dietary habits as they consume non-nutritious food such as burgers, fried chicken, pizza, French fries, and soft drinks. Although many youth are health-conscious, factors such as affordability, taste, convenience, attractive packaging, and easy accessibility continue to drive fast food consumption (Altamimi et al., 2022; Rajini et al., 2021; Smith et al., 2022). According to Bîlbîie et al. (2021), these energy-dense foods are low in fibre and essential nutrients, and inadequate nutrient intake can put the growth and development of youth at risk (Mohseni & Aryankhesal, 2020). Since youth are frequent consumers of fast food (Parikh, 2020; Rajini et al., 2021), the fast food industry can play a significant role in promoting healthier eating habits.

Dumitrescu et al. (2018) recommend the fast food industry take responsibility to address the current obesity issue by promoting healthy dietary habits. This can be achieved through introducing healthier menu options, designing special logos to highlight healthy menu, providing nutritional information, offering nutrition education, and establishing a healthy dining environment (Ha et al., 2022; Khan, 2018; Kim & Ramos, 2018; Yoon et al., 2020). Therefore, future research should examine the local context, as the prevalence of fast food consumption and unhealthy dietary patterns among the young generation is alarmingly high, and addressing these habits is crucial to prevent long-term health consequences in adulthood (Abdullah et al., 2017; Marini, 2020). To address this knowledge gap, the present study investigates the CSR initiatives undertaken by the fast food industry to promote healthier dietary habits among the youth.

The research draws on insights from several key stakeholders: the youth aged between 18 and 40 years old staying in Selangor (684 respondents surveyed) to understand their perceptions towards fast food industry's CSR practices to encourage healthy dietary practices; two representatives from the fast food industry to provide information on current CSR initiatives; and officers from Selangor State Health Department, the Ministry of Health and the Institute for Public Health, who provided insights on public health policies, regulatory frameworks governing food operators, and nutrition trends through in-depth interviews. This section identifies five specific research gaps, providing a foundation for the current study and justifying its scope.

The first research gap is the **increasing prevalence of obesity despite the implementation of various health programmes**. While the National Health Morbidity Survey (NHMS) reports alarming obesity rates, most existing research focuses primarily on individual factors contributing to obesity, such as calorie intake or physical activity (Chong et al., 2023; Hossain & Islam, 2020), rather than critically examining how adopting healthy dietary patterns that align with the current lifestyle and habits of youth, including frequent fast food consumption and eating outside the home, can prevent obesity. Addressing this gap contributes to the literature by providing insights into practical dietary strategies for youth, highlighting the importance of early prevention to reduce the risk of obesity in adulthood, and offering evidence that can guide effective interventions and policy development aimed at minimising future health and economic burdens associated with obesity.

The second research gap is the **increasing number of young people eating fast food**, which has become a prevalent dietary habit in Malaysia (Kamalul Ariffin et al., 2021; Parikh, 2020). Fast food is a popular choice among the young generation as it is often associated with convenience, affordability, and taste. Nevertheless, frequent consumption of fast food is linked to excessive calorie intake, high levels of saturated fats, sugar, and sodium, which eventually contribute to obesity and related health problems. Despite various health campaigns promoting balanced diets, the trend of fast food consumption among Malaysian youths continues to rise due to several factors, including busy lifestyles, aggressive marketing strategies by food chains, easy accessibility, low nutritional awareness, and social media trends. While past studies primarily focused on the factors driving fast food consumption among youth (Abdul Malek et al., 2022; Basurra et al., 2021; Li et al., 2020), they rarely explore the perceptions of those who, despite frequent fast food intake, still seek healthier food options. This gap reflects a limited understanding of how young consumers balance convenience-driven fast food habits alongside their growing interest in healthier dietary choices, which is essential for designing effective CSR strategies, nutrition interventions, and public health policies that are better aligned with the actual preferences and motivations that support healthy eating behaviours among the youth.

The third research gap is the **limited implementation of CSR initiatives by the fast food industry in Malaysia that promote healthy eating behaviour**. Although Tahir et al. (2023) imply that CSR policies and activities within Malaysia's fast food industry should aim to promote the adoption of healthy lifestyles, such initiatives remain

relatively underdeveloped. Evidence indicates that young people are more likely to make healthier food choices when exposed to clear, accessible health information about fast-food menu options (Folkvord et al., 2020). However, the trend of CSR initiatives in developing countries, including Malaysia, mainly focuses on community support, charity, environmental sustainability, employment inclusion (HopesMalaysia, 2025; Mohd Noor et al., 2023), with far less attention given to CSR initiatives that directly promote healthy eating behaviour, such as healthier menu reformulation, providing nutrition education, and ensuring responsible marketing of healthier food options. This suggests that Malaysia's fast food industry needs to shift its CSR focus towards the trend observed in developed countries, particularly those that recognise corporate responsibility for population health.

The fourth research gap concerns the **potential moderating role of religiosity and eating lifestyle** on the relationship between the four dimensions of CSR activities by the fast food industry and young consumers' perceptions of healthy eating. While past studies have explored CSR's direct influence on consumer behaviour, there is limited understanding of how individual factors, such as religious beliefs and dietary patterns, may strengthen or weaken this relationship. Religiosity can shape dietary restrictions, ethical food considerations, and attitudes towards health (Saintila et al., 2022), while eating lifestyle demonstrates food decision-making patterns, including the preference for convenience, taste or nutrition (Arslan et al., 2023). Drawing on the Theory of Planned Behaviour (TPB), this study proposes that religiosity represents subjective norms, reflecting social and moral expectations that can guide healthier food choices, while eating lifestyle represents perceived behavioural control, explaining the habitual behaviours and practical constraints that affect an individual's ability to make healthier food choices. Other potential factors, such as age, gender, or socioeconomic status are not included in this study as previous literature support that these factors have a more general influence on food choices (Shetu, 2022; Zasimova, 2022), whereas religiosity and eating lifestyle shape how the youth perceive and respond to fast food industry's CSR activities related to healthy eating.

The fifth research gap concerns the **policies implemented by the government to encourage collaboration with multi-disciplinary and multi-stakeholder** groups holistically to advocate healthy eating lifestyles among the public. Based on Nutrition Research Priorities in Malaysia under the 11th Malaysia Plan 2016-2020, research on fast food consumption ranks third under Area 3 Life Course Food Intake and Dietary

Practices (Mohd Hatta et al., 2022). In addition, the government also actively conducts workshops involving stakeholders from relevant ministries, professional bodies, and NGOs under enabling strategies: promoting healthy eating and active living to create a health-promoting environment and implementing programmes to prevent and control obesity in Malaysia (Ministry of Health, 2016c). Despite these policy implications, there remains a gap in the literature regarding how these policies are translated into practical strategies that effectively influence the youth to make healthier food choices, particularly in relation to fast food consumption. Understanding this gap is essential to enable policymakers to formulate and implement strategies that promote healthier eating habits, even amidst the current trend of high fast food consumption among the youth.

In summary, despite the increasing CSR initiatives implemented by the fast food industry, limited attention to health-focused CSR, the potential moderating effects of individual factors such as religiosity and eating lifestyle, and gaps in understanding the expectations of youth towards the fast food industry's CSR initiatives highlight a critical need for this study. Therefore, this study aims to examine the influence of four dimensions of CSR activities by the fast food industry on young consumers' perceptions of healthy eating, while exploring the moderating roles of religiosity and eating lifestyle, within the context of Malaysia's current eating habits. This study not only helps the fast food industry to design meaningful CSR initiatives but also provides valuable insights for the government to refine nutrition, food safety, and public health policies, ensuring that both corporate and public policy efforts effectively promote healthier eating habits among youth.

1.4 Research Questions

Based on the research gaps identified in the problem statement section and the need to understand young consumers' perceptions of healthy eating in response to the fast food industry's CSR initiatives, this study is guided by the following research objectives. Consequently, this study addresses five key research questions:

- a) Is there a relationship between fast food industry CSR practices (i.e., economic, legal, ethical, and philanthropic) and the perceived role of fast food industry's CSR in promoting healthy eating?

- b) Does religiosity moderate the relationship between fast food industry CSR practices (i.e., economic, legal, ethical, and philanthropic) and the perceived role of the fast food industry's CSR in promoting healthy eating?
- c) Does eating lifestyle moderate the relationship between fast food industry CSR practices (i.e., economic, legal, ethical, and philanthropic) and the perceived role of the fast food industry's CSR in promoting healthy eating?
- d) How does the fast food industry in Malaysia perform CSR activities to encourage healthy eating practices among youth?
- e) How do government legal and policy frameworks influence the CSR practices of the fast food industry?

1.5 Research Objectives

The research objectives of this study are as follows:

- a) To examine the relationship between fast food industry CSR practices (i.e., economic, legal, ethical, and philanthropic) and the perceived role of the fast food industry's CSR in promoting healthy eating.
- b) To analyse the moderating effect of religiosity on the relationship between fast food industry CSR practices (i.e., economic, legal, ethical, and philanthropic) and the perceived role of the fast food industry's CSR in promoting healthy eating.
- c) To evaluate the moderating effect of eating lifestyle on the relationship between fast food industry CSR practices (i.e., economic, legal, ethical, and philanthropic) and the perceived role of the fast food industry's CSR in promoting healthy eating.
- d) To investigate the CSR activities performed by the fast food industry to encourage healthy eating practices among youth.
- e) To assess the influence of government legal and policy frameworks on the CSR practices of the fast food industry.

1.6 Scope of Study

The alarming rate of diet-related disease demands that the fast food industry respond to this public health crisis. Several studies demonstrate that there is a relationship between high fast food consumption and obesity (Mohammadbeigi et al., 2018; Wani et al., 2018; Zhen et al., 2018; Zhao et al., 2017; Hala & Amany, 2015). In contrast, studies conducted by Abdullah et al. (2017) and Kim et al. (2019) reveal that obesity is not associated with high fast food consumption. The scholars theorize that young adults with meat and alcohol consumption patterns and unhealthy dietary patterns tend to become overweight and obese.

As it is essential to develop healthy eating lifestyles at an early age, this study examines the relationship between fast food industry CSR practices (i.e., economic, legal, ethical, and philanthropic) and the youth perception towards healthy eating. Carroll (2016) outlines the economic, legal, ethical, and philanthropic expectations that

society has of an organisation. This combination of four responsibilities establishes a framework to describe specifically the businesses' responsibilities to society.

This study chose Selangor as the study site because it is the most populous and highly urbanised state in Malaysia (Department of Statistics Malaysia, 2023). Recently, in 2022, the government implemented the *Saring Selangor* program to promote regular health screenings to enable early detection of diseases, including non-communicable diseases (NCDs) (Selangor State Legislative Assembly, 2023). This program discovered that among the 15,222 individuals who participated, 11,675 individuals (77%) were identified as requiring further follow-up. This signifies a growing public health concern. On the other hand, the findings of NHMS 2023 reported that the most obese age group in Malaysia was 60 years old and above, constituting 21.8%.

On the other hand, younger age groups also exhibit notable prevalence: 10.1% among those aged 18 – 29 years old and 13.2% among those aged 30 – 39 years (Institute for Public Health, 2023). The trend of obesity in older adults is associated with increased healthcare expenditure due to higher risks of chronic diseases and comorbidities. Preventive measures should be initiated from an early age to reduce the long-term health and economic burden. Moreover, Selangor is demographically distinctive compared to other Malaysian states, characterised by a large, youthful population, high urban concentration, and diverse socioeconomic composition, compared to other Malaysian states (Department of Statistics Malaysia, 2023). Selangor is a key state in Malaysia, serving as a major contributor to the national economy, with a GDP value of RM432.1 billion in 2024 (Department of Statistics Malaysia, 2025a). The state's economy predominantly driven by the services sector, particularly the wholesale and retail trade, food and beverage, and accommodation subsectors. Since 69 percent of its population are young and aged below 40 years old, providing access to a significant number of young adults (Smart Selangor Delivery Unit, 2025), making Selangor a strategically relevant setting to examine youth perception towards CSR initiatives of the fast food industry.

The population of youths in Selangor is approximately 1,840,200 individuals (IYRES, 2024). Hence, this study collected responses from 684 young individuals aged between 18 and 40 years because interventions at this age can be more effective. Individuals in this age range are in their productive years, beginning their careers, and will shape the future generation. At this stage, they are still able to modify their eating and lifestyle habits and are generally more responsive to educational and behavioural

interventions related to food choices. Targeting younger adults for early health promotion and preventive measures significantly reduces the risk of becoming obese in the future (Mazurek-Kusiak et al., 2021). This approach aligns with the current policy interventions by the Ministry of Health, which promote early screening, education on healthy eating, and lifestyle modification programs to reduce obesity. As a result, it can help reduce the long-term burden on healthcare costs by preventing chronic conditions that require extensive medical management in older age.

To integrate and validate data collected from the young generation, this study gathered information from key stakeholders (representatives from the fast food industry and Ministry of Health). Past scholars posit that there is a need for the fast food industry to offer healthier food options to stimulate healthy food choices among the young generation, since the fast food consumption rate is alarming (Abdullah et al., 2017; Dumitrescu et al., 2018; Kim et al., 2019). Hence, two representatives from the fast food industry, namely McDonald's and Rightside, were interviewed to examine the CSR activities implemented by these companies, aimed at promoting healthy eating among the younger generation and addressing the rise of globesity. Folkvord et al. (2020) suggest that when the fast food industry provides health information on healthy products, it persuades the young generation to make healthy food choices.

Additionally, the representatives from Selangor State Health Department and Institute for Public Health have been interviewed in order to gain in depth information on how legal and policy frameworks implemented by government influence CSR practices of the fast food industry. Not only that, since the Institute for Public Health is the responsible body to conduct the National Health Morbidity Survey in Malaysia, the information is useful to this study to elucidate the rising prevalence of obesity among Malaysians. This study employed the mixed method because it is more suitable to address each research objectives outlined in this study.

Furthermore, the religiosity and eating lifestyles as the moderating variables are added to this study. This study investigates the relationship between the economic, legal, ethical, and philanthropic CSR dimensions towards perception of the youth. These four dimensions widely investigated by the previous studies because it influences the consumer to shape a healthy dietary pattern through choosing healthier food options offered by the fast food. This study includes additional two moderating variables that influence the perception of the young generation towards CSR practices performed by

the fast food to encourage healthy practices among youth as part of the contribution of this study.

This study employs Theory of Planned Behaviour (TPB) and Stakeholder Theory to support the theoretical framework of this study. TBP provides a lens to understand how individual factors, such as religiosity (subjective norms) and eating lifestyle (perceived behavioural control), influence young consumers' attitude towards healthy eating in response to CSR initiatives affecting their decisions to choose healthier food options. The Stakeholder Theory guides the fast food industry to act as a socially responsible and accountable organisation to multiple stakeholders, responding strategically to the multiple stakeholder expectation including consumers, employees, and the broader community, particularly promoting health and nutrition.

1.7 Significance of Study

The primary purpose of this research is to examine the youth perceptions of CSR activities in Malaysia's fast food industry and investigate the CSR activities performed by the fast food industry. This study also seeks to explore the legal and policy frameworks implemented by government influence CSR practices of the fast food industry. Several significant implications, categorised into theoretical and practical significance, are discussed in the subsections as follows:

1.7.1 Theoretical Significance

1.7.1.1 Body of Knowledge

This study enriched information about CSR activities of the fast food industry in the research field. This study gives useful information to the research field by embedding Carroll's CSR dimensions and introducing additional moderating variables, religiosity and eating lifestyle. Additionally, this study also includes the perspectives from key stakeholders to examine how the CSR practices performed by the fast food industry can influence youth perception towards role of fast food in promoting healthy eating. This is because past studies not widely investigate how these stakeholders perceive on how the fast food industry should perform the CSR activities to promote healthier food choices. Not only that, the interview conducted with the representatives from the government provides clear picture on how the government regulate the food

industry to ensure the fast food industry comply with the food standard and regulations. This study fills the methodological gap because applying mixed method gives a better understanding of the research problem and strengthen the findings through triangulation.

1.7.2 Practical Significance

1.7.2.1 Young Generation

This study could contribute to the young generation by understanding their perception towards healthy eating habits and explore the fast food's health-related CSR activities considered by them when they want to buy the fast food products. Modern consumers are confronting increased health issues due to the population's eating habits and low awareness of healthy food consciousness which caused obesity and poor nutrition and eating conditions among young generation. Nowadays, most young generation are health conscious and has high awareness on overweight issues (Al Mamun et al., 2020). Hence, they begin to switch their food from unhealthy food to a healthier food option generation. They believe having a healthy lifestyle will reduce the health risks while improving the lives of the population. It is essential to understand the perception from the young generation because they visit the fast food restaurants more frequent compared to other age group (Che Mat et al., 2016). The inclusion criteria specified individuals aged 18-40 years who were residing in Selangor, as this group represents the productive age population, and the state provides a suitable context for the study due to its diverse demographic composition.

1.7.2.2 Fast Food Industry

This study is helpful for the fast food industry's management level to formulate the sound CSR policies and strategies and effective implementation with proper monitoring, evaluation, and control to attract the young generation practise healthy eating while visiting their fast food. Changes in consumer lifestyle patterns gives a huge impact on the fast food industry worldwide and the demand for healthier food has urged such a growing industry to offer more alternatives to for these consumers, especially the young generation. By understanding the perceptions from the young consumers, this contributes to their successfulness of their CSR activities and offering the value

products to the customers. This study guides the fast food industry to improve their food quality and eventually able to capture the opportunity due to the changes in consumer demands and this ensures the business able to survive in the future.

1.7.2.3 Government

The government formulated various policies and programs to address the existence of the double burden of malnutrition and diet-related non-communicable diseases (NCD) in the country. For example, NPANM III, 2016 – 2025 is the master plan to achieve nutritional well-being of Malaysians. It is vital for the relevant ministries and agencies to incorporate nutrition strategies into their policies and programs to ensure better coverage of strategies and activities to promote optimal nutritional well-being of Malaysians. The government welcome active participation and consensus from all stakeholder in relation to food nutrition in the country which included relevant ministries, government agencies, research institutions, academia, professional bodies, non-government organisations and food industries (Ministry of Health, 2016a). The government has taken initiative to promote the fast food industry offer healthier food options to the public. Not only that, as outcomes of continuous dialogues with fast food industries, some efforts taken to reformulate fast food products are reducing the content of salt, sugar and fat and increasing fibre content. Hence, the findings of this study can guide the government in strengthening institutional and community capacity for nutrition. The inputs gathered from the fast food industry and young generation provides useful information to government on strategizing supporting efforts to promote food safety and quality and develop evidence-based policies to untangle the obesity epidemic.

1.8 Definition of Terms

The definition of terms gives the guideline to the reader the meaning of the important terms frequently used in this study. By providing the definition, it assists the readers to understand the study context better.

1.8.1 Globesity

According to World Health Organisation (2021), overweight and obesity are defined as abnormal or excessive fat accumulation that may compromise health. The worldwide rampancy of obesity expanded about triple within the last 40 years (between 1975 and 2016). Hence, the term “globesity” was introduced by the WHO to describe the escalating global epidemics of obesity and overweight (Mazzeo, 2016; Vasileva et al., 2018). Globesity represent a rapidly growing threat to the health of populations, and it is a serious public health problem. If the trend continues to increase dramatically, a majority of the world’s adult population will be either overweight or obese by 2020 (World Health Organization, 2021).

1.8.2 Corporate Social Responsibility (CSR)

There are many definitions of Corporate Social Responsibility (CSR). The term CSR first appeared in the monographs written by Clark in 1926, and he posited that business has obligations to society (Freeman & Hasnaoui, 2011). Howard Bowen, the father of CSR, defined CSR as the obligations of businessmen to pursue policies, make decisions, or align courses of action with the objectives and values of society (Bowen, 1953). It is also defined as an organisation’s commitment to embed economic, legal, ethical, and philanthropic dimensions into CSR business activities to contribute to social improvement (Carroll, 2016; Martinez-Sala et al., 2021). Hence, organisations commonly implement various actions depending on their stakeholders’ interest with the aim of achieving mutual gain. CSR plays an important role in the fast food industry because it not only improves a company’s image and reputation but can also influence the consumer behaviour. For instance, a fast food industry that implements socially responsible CSR programs targeting the young generation might induce positive emotional responses that form positive attitudes. This study argues that when the fast food industry introduces health-related CSR initiatives such as offering healthier food options, preparing food according to food standards and guidelines, providing nutritional education, displaying nutritional information of the food, and modifying portion sizes can influence the young generation to practice healthy dietary habits and eventually prevent overweight and obesity.

1.8.3 Stakeholder

According to Freeman (1984) and Parmar et al. (2010), a stakeholder can be referred to as any group or individual who can affect or is affected by the accomplishment of the organisation's objectives. An organisation is not only responsible to its financial stakeholders, because its actions and decisions affect a wide range of groups, such as customers, employees, suppliers, competitors, consumer advocates, government agencies, environmentalists, and special interest group. Another definition of stakeholder is provided by Alkhafaji (1989), who refers to stakeholder as the groups to whom the corporation is responsible. Stakeholders are also the individuals or groups who have an interest, rights or ownership in a corporations' projects, who can contribute knowledge or support, and who can affect or be affected by the project (Bourne, 2015). Based on the scope of this study, which aims to explore initiatives performed by the fast food industry to encourage healthier food choices, several significant stakeholders are included, which are the young generation and government. This is because this study asserts that each stakeholder may contribute additional information to achieve the research objectives of this study.

1.8.4 Young Generation

The young generation is a prime target for the food service industry. Most fast food companies are targeting the young generation as their main customers. They use social media extensively to promote their fast food products because social media is the most popular communication medium for this generation. Studies conducted by Lun et al. (2021) and Parikh (2020) reveal that the young generation orders more fast food compared to any other age group during non-mealtimes, such as in the evening or at midnight. For the purpose of this study, individuals from the young generation aged between 18 and 40 years were chosen as the respondents. This is consistent with the study conducted by Mamun et al. (2020), who investigated healthy food consumption among Malaysian young adults and chose individuals aged between 18 and 40 years to participate in their study.

1.8.5 Economic CSR

As one of the important requirements for their existence, businesses have an economic responsibility to the society that permitted them to be created and sustained (Carroll, 2016). Society expects businesses to be able to sustain themselves, and this can only be achieved by being profitable and able to incentivise owners or shareholders to invest and have adequate resources to continue operations. Likewise, society expects businesses to provide and sell goods and services needed by society (Carroll, 2016). Consequently, businesses create profit because they add value to their products and services, and in doing so, they benefit all stakeholders of the business. In this study, economic CSR is measured by examining the price of healthier food choices, product value, the ability of fast food companies to create economic value or generate profit, marketing strategies to promote healthy food, and activities performed by the fast food industry to boost sales.

1.8.6 Legal CSR

According to Aquino et al. (2021), Javed et al. (2021), Mahmood and Bashir (2020) and Rew and Cha (2020), businesses are obliged to comply with the laws and regulations stipulated in the country to ensure they are legal and legitimate. Businesses are expected to conduct their operations in a manner consistent with the expectations of government and law, comply with various federal, state, and local regulations, conduct themselves as law-abiding corporate citizens, fulfil all their legal obligations to societal stakeholders, and deliver goods and services that meet legal requirements (Carroll, 2016). In this study, the legal dimension refers to the availability of nutritional information, food preparation standards and guidelines, and the accuracy of product labelling.

1.8.7 Ethical CSR

Ethical responsibility means that businesses go beyond legal regulations or obligations. Businesses are expected to operate ethically by implementing activities, norms, standards, and practices that are not codified into law. Hence, businesses should perform in a manner consistent with the expectations of societal morals and ethical norms, acknowledge the ethical conduct practised by society, prevent ethical norms from being compromised to achieve business goals, perform what is morally or ethically

expected to be good corporate citizens, and uphold business integrity and ethical behaviour even when these are not written into laws and regulations (Carroll, 2016). For the purpose of this study, the ethical dimension is measured by the sense of responsibility towards customers' health, the fast food industry's response to the obesity epidemic, the provision of healthier food choices, and the availability of low-calorie food options.

1.8.8 Philanthropic CSR

Corporate philanthropy can be defined as a company's activities involving donations to a particular community (Chrisjatkiko & Margareth, 2018). Contributions can take various forms, such as cash donations, grants, scholarships, products, and services provided free of charge. There are three forms of corporate philanthropy which are corporate giving, corporate volunteering, and corporate foundations (Iwannanda et al., 2017). Corporate giving refers to contributions made by a company, either in monetary or non-monetary form, that are donated by the corporation. Next, corporate volunteering is the support provided by the management to employees in the organisation to engage in community service and activities during their employment. Meanwhile, corporate foundations are charitable foundations that are established and primarily funded by profitable companies. For the philanthropic dimension, this study measures items such as nutrition education activities performed by the fast food industry, involvement in local community activities, the role played by the fast food industry in society, contributions to society, and engagement with charitable activities.

1.8.9 Religiosity

Religiosity encompasses multiple dimensions, including formal and informal religious support, religious coping strategies, perceived proximity to God, adherence to religious teachings, and participation in religious practices (Abd Aziz et al., 2024). In Malaysia, religiosity is closely associated with ethnicity, with Muslims representing about 63.5% of the population, followed by Buddhists, Christians, Hindus, atheists, and other religious groups (Department of Statistics Malaysia, 2025b). In the Malaysian context, individuals tend to willingly embrace and commit their lives to their religious beliefs, adhering to their teachings, ethics, and principles. Most religions provide ethical guidelines to their adherents on what is permissible, clean, or appropriate to consume,

such as halal certification, vegetarian practices, and fasting rules. Therefore, individuals carefully evaluate their food choices, regulate their food consumption, and adopt healthier dietary practices in line with their religious and moral beliefs. In the context of this study, religiosity is described as a moderating factor that influences the relationship between the CSR activities performed by the fast food industry and youth perception.

1.8.10 Eating Lifestyle

Presently, the consumption of fast food has become a global phenomenon, and Mokhtar et al. (2020) anticipate that this trend will escalate in the future. In Malaysia, eating out is a common trend due to urbanisation, hectic lifestyles, increasing household incomes, and an increasing number of working mothers (Goh et al., 2020; Mat et al., 2016; Mokhtar et al., 2020; Pan et al., 2021; Parikh, 2020). Inevitably, they have less time to prepare food at home due to spending more time working. The rapid expansion of the fast food industry has made it a popular choice among the youth because of speedy service, convenience, and reasonable prices, despite the acknowledgement that fast food is unhealthy (Abdul Malek et al., 2022). In the context of this study, eating lifestyle is considered a moderating factor, as an individual's habitual eating patterns may influence the extent to which CSR initiatives by the fast food industry affect their perceptions of healthy eating and their food choices.

1.9 Chapter Summary

In conclusion, Chapter 1 highlights the problem statement associated with the globesity issue affecting the young generation. The seriousness of this epidemic demands that the fast food industry focus on providing healthy and quality food. The objectives of this study are: to examine the relationship between Carroll's CSR dimensions (i.e., economic, legal, ethical, and philanthropic) and youth's perception of the fast food industry's role in promoting healthy eating; to analyse the moderating effect of religiosity on the relationship between these CSR practices and youth's perception of healthy eating promotion; to investigate the CSR activities performed by the fast food industry in Malaysia to encourage healthy eating among the young generation in order to address the rise of globesity; and to identify the measures taken by the government in regulating the fast food industry to ensure food safety and quality

control. This chapter also summarises the scope of this study, followed by the significance of this study for several important stakeholders, and ends with definitions of the key terms used throughout this study to guide the reader.

1.10 Structure of Thesis

1.10.1 Chapter One

The first chapter of this research presents an overview of the research topic by discussing the background of the study, the problem statement, the research questions and objectives formulated to address the research problem, the scope of the study, the significance of the study for several important stakeholders, and the definitions of key terms frequently used in this study.

1.10.2 Chapter Two

Chapter 2 describes the rise of globesity from both an international perspective and within the Malaysian context. This chapter presents a discussion of the globesity epidemic in countries such as Saudi Arabia, the United States, the United Kingdom, China, Thailand, and Singapore. To align with the context of this study, this chapter highlights the rise of globesity in Malaysia together with an elaboration of the policies implemented to address this problem. In addition, Chapter 2 also reviews the literature on the variables employed in this study. Next, the hypotheses and propositions are developed based on the existing literature. This study also identifies theories and models that are relevant to the field of this study and develops a theoretical and conceptual framework.

1.10.3 Chapter Three

This chapter summarises the methodology applied in this study by explaining the research design, methodological approach, unit of analysis, sample size, sampling techniques, the instruments used for data collection, and the data analysis process for examining the quantitative and qualitative data. This information will guide the data collection process for this study.

1.10.4 Chapter Four

This chapter presents the quantitative findings after the data were analysed using Statistical Software SPSS (Version 27) to address the first, second, and third research objectives. Meanwhile, the qualitative findings, aimed at fulfilling the fourth and fifth research objectives, were managed and coded using NVivo software to gain an in-depth understanding of how CSR practices and government regulations interact to address obesity among young consumers in Malaysia.

1.10.5 Chapter Five

This chapter discusses the findings of the study in relation to existing literature and practical implications, focusing on how the fast food industry's CSR practices namely: economic, legal, ethical, and philanthropic, contributing to addressing obesity among young generation in Malaysia. The findings indicate that economic, legal, and ethical CSR significantly shape consumer perceptions, while philanthropic efforts remain less impactful. Religiosity was found to moderate the response to economic CSR, whereas eating lifestyle showed no moderating effect. Legal measures, particularly government regulations, reinforce CSR effectiveness and promote responsible industry practices. By combining these insights, this chapter contributes to the understanding of how the integration of voluntary health-related initiatives by the fast food industry and mandatory legal frameworks by the government creates more impactful approaches for tackling globesity, offering valuable guidance for both policymakers and industry stakeholders.

CHAPTER 2

LITERATURE REVIEW

2.1 Chapter Overview

This chapter provides review of literature about globesity incidence lingering among youth at the international level as well as in the local context. It also outlines an explanation of Corporate Social Responsibility (CSR) practices in organisations and specifically fast food industry. This chapter also discusses how CSR practices, based on Carroll's CSR pyramid model, can help address the rise of globesity, and situates this discussion within the context of current government health policies. Finally, the conceptual framework, relevant theories, and the hypotheses and propositions developed for this study are presented at the end of this chapter.

2.2 Obesity and Youth

Globally, obesity has emerged as a significant public health concern, affecting individuals across all age groups. However, the younger population is particularly vulnerable because their early dietary habits and lifestyle behaviours can have lasting effects on their overall health. In recent years, changes in the food environment characterised by the increased availability, affordability, and accessibility of fast food have contributed to unhealthy eating patterns among youth (Hossain & Islam, 2020; Jahan et al., 2020). This shift has raised concerns, as frequent fast food consumption is often associated with high energy-dense foods, excessive fat, sugar, and sodium intake, which eventually increases the risk of becoming obese and developing non-communicable diseases.

Furthermore, since December 2019, the coronavirus disease 2019 (COVID-19) has become a global pandemic and disrupted daily routines worldwide. The government implemented strict measures such as home quarantine, lockdowns, and school closures to curb the spread of COVID-19. Several studies consistently report that these measures led to increased weight gain, higher food consumption, and reduced physical activity (Bushnaq et al., 2022; Yang et al., 2022; Yang et al., 2020). Despite the strict lockdown imposed by the government, fast food remained widely available through delivery

services, leading to changes in dietary patterns and increased consumption of energy-dense meals among youth.

Similar dietary patterns have been observed globally, including in Saudi Arabia, the United Kingdom, the United States of America, China, Thailand, and Singapore, where high fast food consumption has reinforced unhealthy eating behaviour among the young population. These countries have reported that high fast food consumption among youth has reinforced unhealthy eating behaviours, highlighting the global relevance of examining youth dietary behaviours and the potential interventions that can be implemented by the fast food industry.

2.2.1 Saudi Arabia

In Saudi Arabia, the eating habits and lifestyles of the general population have dramatically changed over the past few decades, mostly shifting towards unhealthy food choices. A study conducted by Alwagait et al. (2023) reported that younger individuals tended to practise less healthy dietary patterns compared to older individuals. Furthermore, Bushnaq et al. (2022) analysed the dietary habits and lifestyle behaviours of Saudi residents during the COVID-19 pandemic. A total of 786 respondents aged between 18 and 50 years participated in the study. The study discovered that close to 30 percent of participants reported increased weight gain during the lockdown. This was perhaps due to fear of going out, which led households to stock their kitchens with various foods to avoid frequent trips to grocery stores. Moreover, the study also found that the fear of COVID-19 led to changes in eating patterns, such as uncontrollable cravings for foods high in carbohydrates and fat (Bushnaq et al., 2022).

Another study carried out by Almutairi et al. (2022) discovered that the prevalence of adolescent obesity has increased dramatically in Saudi Arabia due to two factors which are increase in physical inactivity and unhealthy dietary habits due to changes in lifestyle. They investigated the fundamental cause of overweight and obesity, which is the imbalance between calories consumed and expended. The findings are consistent with the study conducted by Altamimi et al. (2022) which found that obesity has become a health crisis in Saudi Arabia because most of the young adults frequently consume fast food due to its high availability and accessibility. This evidence confirms the association between fast food intake and obesity.

In response to this, the Saudi Food and Drug Authority (SFDA) collaborated with relevant government agencies to develop a healthy food strategy (HFS) and promote a healthy lifestyle by encouraging the food industry to display nutritional information, reduce sodium content in food items, implement a flat tax rate on carbonated beverages and energy drinks, and increase the supply of healthy fats and oils in the market (Faisal Fahaid et al., 2021). The government continues to work on regulations and standards to encourage the food industry to innovate and provide healthier food choices, empowering consumers to make healthy food choices when eating out.

2.2.2 United Kingdom

In the United Kingdom, the rise of obesity over the past four decades has also been associated with changing lifestyles and increased consumption of energy-dense fast foods, partly driven by the higher density of fast food outlets. Furthermore, factors such as changes in family structures, an increase in income, and long working hours have encouraged young adults to consume fast food, as it is served quickly, is affordable, and is accessible everywhere. Despite being aware that over-consumption of fast food products can be harmful to health, young adults continue to consume them (Meliha & Richard, 2024).

On the other hand, Public Health England (2020) reports that 63% of adults in England are above a healthy weight, with 36% of adults being overweight and 28% of adults being obese. Men have higher obesity rates than women, with two-thirds of men (67%) being overweight or obese, compared to six out of ten women (60%) (Public Health England, 2020). Moreover, the prevalence of obesity signifies an increasing trend, and if there is no intervention is implemented, Public Health England forecasts that the obesity rates will continue to rise. Robinson et al. (2020) in their research investigating obesity, eating behaviour, and physical activity during the COVID-19 lockdown among UK adults, found that the lockdown had a significant influence on population-level weight gain.

In response to the rising prevalence of obesity, the UK government has implemented a number of programs to promote healthier eating habits in response to the growing number of people who are overweight. For example, the Soft Drinks Industry Levy was put in place to lower sugar consumption by pushing food and drink

companies to change the recipes for their products. Public Health England has also run nationwide campaigns like Change4Life to help people learn more about healthy eating and make better food choices (Public Health England, 2020).

2.2.3 United States of America

In the United States of America, the government issued stay-at-home mandates to slow the spread of the virus during the COVID-19 pandemic. A study conducted by Seal et al. (2022) observed the effect of state-ordered stay-at-home mandates on the weight of US residents over three months. The findings suggest that weight gain occurred during the stay-at-home mandates and that individuals with overweight and obesity reported gaining more weight than those with normal weight. In addition, several predictors associated with weight change were analysed, including behaviours (physical activity, sedentary time, fruit and vegetable intake), depressive symptoms, stress levels, and sleeping patterns. Another data from the Behavioural Risk Factor Surveillance System (BRFSS) demonstrate that since 2015, there has been an alarming increase in adult and childhood obesity. To illustrate, out of 309 million Americans, 93.3 million adults and 13.7 million children had obesity (Trust for America's Health, 2019). In placing more emphasis, the data also postulate that nine states including Kentucky, Missouri and North Dakota had adult obesity rates above 35 percent (Trust for America's Health, 2019).

The US government has introduced programs to encourage healthier lifestyles in response to the rising rates of obesity. For example, the MyPlate campaign gives easy-to-follow tips on how to eat balanced meals and control the portions (Restrepo, 2025). Furthermore, policies like labelling the calories on menus have been put in place to help people make better food choices, especially at fast food and chain restaurants. The government has also supported community-based programmes to increase access to healthy foods and encourage physical activity, especially among low-income populations. Furthermore, public health campaigns and partnerships with the private sector continue to address issues related to diet, lifestyle, and obesity prevention.

2.2.4 China

In the Asian context, Li et al. (2022) assert that China faces a substantial burden from the obesity epidemic. Recent data released by the Chinese Centre for Disease

Control and Prevention in 2018 highlight that 85 million Chinese adults, representing 8.1% of the adult population, are obese (Li et al., 2022). It is notable that overweight and obesity in China have increased rapidly over the past four decades. According to the most recent national survey, more than half of Chinese adults are overweight and obese. Among children younger than 6 years, 6.8% are overweight and 3.6% are obese (Pan et al., 2021). Furthermore, among children and adolescents aged 6–17 years, 11.1% are overweight and 7.9% are obese (Pan et al., 2021). Meanwhile, close to 34.3% and 16.4% adults are overweight and obese respectively (Pan et al., 2021). Findings from Dun et al. (2021) and Stavridou et al. (2021) confirm that the COVID-19 lockdown increased the risk of weight gain among Chinese youth.

China's health strategy, guided by Healthy China 2030, shows how the government and private sector can collaborate together to promote healthier lifestyles in a more practical way. Instead of relying only on charity based efforts, the collaboration focuses on real changes like encouraging food companies to reduce sugar, salt, and fat in their products, and getting fast food chains to offer healthier choices and clearer nutrition information. At the same time, private companies play a role in promoting health at the workplace through wellness programmes and offer better food options, while technology companies support digital health solutions such as apps and data systems (Zhu et.al., 2024).

2.2.5 Thailand

Like many developing countries, Thailand is currently witnessing escalating rates of obesity. The National Health Examination Survey (NHES) is the national representative health survey utilised to assess information on undernutrition, overnutrition, and key health problems associated with nutritional status. Findings from the survey confirm that obesity prevalence in Thailand increased more than 2.5 times over the 23-year period from the first NHES in 1991 to the fourth NHES in 2014 (Teerawattananon & Luz, 2018). The findings also indicate that Thailand has now become one of the countries with the highest prevalence of obesity in Asia. This is because 33% of men and 42% of women have a BMI over 25kg/m². More sedentary occupations with less physical activity may lead to obesity This is supported by the findings of Rittirong et al. (2021), whose study found that the rapid rise in obesity in Thailand parallels the rapid shift towards sedentary occupations.

In Thailand, encouraging healthy eating is mainly supported through national health policies and coordinated public health programmes that aim to reduce non communicable diseases such as obesity, diabetes, and cardiovascular conditions. The government promotes healthy eating through nutrition education campaigns, school based programmes, and public awareness initiatives that encourage balanced diets with more fruits, vegetables, and reduced intake of sugar, salt, and fat. Under the Universal Health Coverage system, preventive health promotion is also integrated into primary care services, where community health workers play an important role in educating families about nutrition and lifestyle choices. In addition, Thailand works with the food industry and private sector to improve food environments, including promoting clearer nutrition labelling and encouraging healthier food options in both retail and food service settings. Overall, the approach combines education, policy, and environmental changes to make healthier food choices more accessible and sustainable for the population (Phulkerd et.al., 2023).

2.2.6 Singapore

In Singapore, the Ministry of Health conducted National Population Health Survey 2020 to analyse the health status, risk factors, and lifestyle practices of Singapore residents. The survey demonstrates that more Singapore residents are obese compared to 2017. To illustrate, approximately one in ten (10.5%) Singapore residents aged 18 to 74 years were obese in 2019–2020 (Ministry of Health Singapore, 2020). Also, the prevalence of obesity among men is higher compared to women with 11.9% and 9.3% respectively. Additionally, Junxing et al. (2022) quantified the medical expenditures and costs of excess weight among Singaporeans aged 40 – 80 years old. The study revealed that the total medical expenditures attributable to overweight and obesity amounted to nearly \$178 million. Likewise, Indians and Malays are found to consume less healthy diets compared to Chinese. The findings suggest that excess weight imposes substantial health and absenteeism costs among Singaporeans.

Singapore's approach to encouraging healthy eating is led by the Health Promotion Board (HPB) and is part of its broader national strategy to reduce non communicable diseases such as obesity, diabetes, and heart disease. One of the most well-known initiatives is the Healthier Choice Symbol (HCS), which is a pack labelling system that helps consumers easily identify lower sugar, salt, and fat products (Shin

et.al., 2023). This system works closely with food manufacturers and retailers, including major supermarket chains and beverage companies, to reformulate products and promote healthier options. Another major initiative is the Healthier Dining Programme, where food and beverage businesses, including hawker stalls, cafes, and fast-food chains, are encouraged to offer healthier meal options using whole grains, reduced sugar ingredients, and smaller portion sizes. The government provides incentives such as subsidies and promotional support to encourage participation.

Substantial literature has emerged to demonstrate the rising prevalence of obesity. The next section discusses the incidence of obesity among the young generation in Malaysia, which demands urgent action to address this issue; otherwise, Malaysia may follow the same trend as these countries. A study conducted by Kyaw et al. (2022) postulates that becoming obese can increase the risk of developing chronic diseases such as cardiovascular disease (CVD), hypertension, diabetes, and cancer among the Malaysian young generation aged 24 to 64 years. Nevertheless, most research focuses on the fast food consumption patterns among the youth, rather than examining how changes in food availability and fast food industry CSR practices can influence young people's dietary choices. This highlights a broader gap in the current literature: few studies have critically explored how young people perceive that CSR initiatives might influence healthier food choices. Across countries such as Saudi Arabia, United Kingdom, United States of America, China, Thailand and Singapore, there is a clear shift towards structured, policy driven approaches to promote healthy eating, combining government leadership with private sector participation.

Malaysia can further enhance its obesity and nutrition strategy by moving towards more coordinated, enforceable, and industry integrated health promotion systems similar to its regional counterparts. In this context, CSR plays an important role by encouraging food and beverage companies, especially fast food operators, to go beyond voluntary and philanthropic activities and adopt more strategic and health oriented CSR practices such as product reformulation, transparent nutritional labelling, and promotion of healthier menu options.

2.2.7 Obesity in Malaysia

Since 1996, the rate of obesity in Malaysia has tripled, and currently, approximately one-third of the adult population is considered overweight or obese. A

study conducted by Chong (2023) discovered that there has been a significant rise in overweight among Malaysian adults. Additionally, Malaysia has exhibited a higher prevalence of overweight compared to Southern China and the majority of Southeast Asian nations, except for Brunei. The alarming increase in overweight among Malaysian adults is a concerning trend, mirroring a global rise in obesity rates. Understanding the factors contributing to this trend is vital for developing effective interventions to address the issue.

The transformation of the Malaysian economy from the primary and secondary sectors to the tertiary sector has led to rapid industrialisation and changes in job patterns. According to Kabir et al. (2014), Malaysia has experienced rapid economic growth and globalisation over the past two decades, and this ongoing development has caused an increase in overweight and obesity. This is because dietary patterns have been impacted by the globalisation of the food industry. A rapid change in dietary pattern is also known as nutrition transition. As mentioned by Goh et al. (2020), nutrition transition can be defined as the shift from a traditional diet to a more 'westernised' or global diet and lifestyle. In Malaysia, the phenomenon of nutrition transition is not new. The main factors driving nutrition transition are related to the food environment, lifestyle, behavioural changes, and government policies (Goh et al., 2020).

Rapid economic development, urbanisation, and the influence of Western cultures have significantly changed the lifestyles of Malaysians, leading the fast food industry to experience heavy growth in the 1990s. According to Poulain et al. (2022), data from the Department of Statistics Malaysia demonstrate that the number of fast food restaurants in Malaysia increased from 1621 in 2010 to 2597 in 2015. Fast food restaurants sprang up like mushrooms not only in shopping malls but also in residential areas and even in rows of shophouses. Fast food restaurants have become a part of people's lifestyles, especially for the young generation, due to their quick service, convenient drive-thru options, innovative local menus, and constant focus on delivering value to customers (Kee et al., 2021).

Several past studies corroborate that the high fast food consumption is linked to weight gain and obesity (Bilbâie et al., 2021; Hossain & Islam, 2020; Mohammadbeigi et al., 2018; Wani & Sarode, 2018; Zhen et al., 2018). In contrast, findings from Abdullah et al. (2017) argue that the high prevalence of obesity among young Malaysians is not associated with frequent visits to fast food restaurants. However, the study further highlights that the high prevalence of fast food consumption points to the

need to educate the young generation on choosing healthier eating options. Marini (2020) suggests that addressing the obesity epidemic must begin with the young generation because the persistence of obesity leads to adverse health effects in adulthood.

The escalation of obesity rates in Southeast Asia may hinder the progress towards Sustainable Development Goals (SDGs). Malaysia is already well-known for having highly obese population among countries in Southeast Asia (Verma et al., 2013). To be confirmed, the alarming rate of overweight and obesity in Malaysia is not an isolated case but part of a global epidemic (Manan & Muda, 2020). In Malaysia, the Body Mass Index (BMI) was calculated using the Malaysian Clinical Practice Guidelines of Obesity (2004) which classified BMI into 6 categories:

- Underweight = $< 18.5\text{kg/m}^2$
- Normal = $18.5 - 22.9\text{kg/m}^2$
- Overweight = $23.0 - 27.4\text{kg/m}^2$
- Obese Class I = $27.5 - 34.9\text{kg/m}^2$
- Obese Class II = $35.0 - 39.9\text{kg/m}^2$
- Obese Class III = $\geq 40\text{kg/m}^2$

Table 2.1 demonstrates the trend in obesity cases in Malaysia by referring to the findings from the National Health and Morbidity Survey (NHMS). The findings clearly signify that the trends of overweight, obesity, and abdominal obesity among adults continue to rise compared to NHMS 2011. Furthermore, attention should be given towards the prevalence of childhood obesity because Simmonds et al. (2016) postulate that obese children and adolescents are around five times more likely to be obese in adulthood than those who were not obese.

Table 2.1
Prevalence of Overweight, Obesity and Abdominal Obesity among Adults in Malaysia

Year	Overweight adults	Obese adults	Abdominal obese adults
2023	32.6 percent	21.8 percent	54.5 percent
2019	30.4 percent	19.7 percent	52.6 percent
2015	30.0 percent	17.7 percent	48.6 percent
2011	29.4 percent	15.1 percent	45.4 percent

Source: Institute of Public Health (2024)

It is clear that practising healthy eating among the young generation is vital because nutritious foods are crucial for their rapid physical growth and development. If the government cannot control the obesity epidemic in this country, a significant economic and social strain would be placed on society (Goh et al., 2020). For instance, healthcare costs would increase significantly, and the government might experience loss of productive years due to the shorter lifespan of the workforce. Additionally, Goh et al. (2020) and Noor (2002) confirm that the changes in eating habits and increased prevalence of chronic diseases among Malaysians have taken place in Malaysia over the last 30-40 years. Also, rapid demographic changes and nutrition transition have resulted in unhealthy dietary patterns and sedentary lifestyles among Malaysians. Hence, since the early 1990s, policymakers have acknowledged that the population was becoming overweight, and this has urged them to formulate sound policies to provide a framework for the government. the policy evolution for nutrition in Malaysia by phases accordingly. The next section provides a detailed explanation of the policy evolution for nutrition in Malaysia by phases.

2.2.7.1 Government Initiatives to Address Obesity in Malaysia

Phase 1: Addressing Undernutrition and Food Security (1990s)

Since the mid-1990s, nutrition programmes have expanded and been intensified with an increasing number of nutritionists. The government has established the National Food and Nutrition Safety Council, which is supported by two secretariats of the Ministry of Health: the Food Safety and Quality Division for food safety aspects and the Nutrition Division for nutritional aspects, to formulate and execute nutrition programmes and activities (Ministry of Health, 2022). The government regulates the food industry to offer healthier food options to the public. This is implemented through the Guideline on the Advertising and Nutrition Information Labelling of Fast Foods. The fast food industry is obliged to present nutritional information for its products. Furthermore, as a result of constant dialogues with the fast food industry, various strategies have been implemented to reformulate fast food products, including reducing the content of salt, sugar , and fat and increasing fibre content (Ministry of Health, 2016a). In addition, several other regulations have been implemented, including the Food Act 1983 (Amendment) (No.3) Regulations 2014 and Food Regulations 1985.

National Plan of Action for Nutrition of Malaysia I (NPANM I) (1996 – 2000): This policy reflected Malaysia's commitment following the International Conference on Nutrition (1992) and the World Declaration on Nutrition.. During this period, Malaysia's primary nutritional concerns were undernutrition, protein-energy malnutrition, and micronutrient deficiencies, particularly among children and rural populations. This policy focused on ensuring adequate and safe food for all Malaysians, strengthening food production, and expanding community nutrition programmes to ensure a sufficient and safe food supply, reduce protein-energy malnutrition and micronutrient deficiencies, and increase public awareness of balanced eating habits.

Phase 2: Expanding to the Double Burden of Malnutrition (2000s)

National Nutrition Policy of Malaysia (NNP): By the early 2000s, Malaysia was experiencing a nutrition transition. While undernutrition was decreasing, rates of overweight and obesity were rising alongside non-communicable diseases (NCDs). The National Nutrition Policy (NNP) served as a framework for multi-sectoral collaboration among government agencies, non-governmental organizations, and the food industry. The policy aimed to promote healthy and balanced diets across all age groups, prevent and control diet-related NCDs, and strengthen institutional capacity for nutrition promotion.

National Plan of Action for Nutrition of Malaysia II (NPANM II) 2006 – 2015: NPANM II translated the objectives of the NNP into measurable targets, with a stronger focus on preventing overweight and obesity. It introduced specific goals to reduce NCD risk factors, expanded school-based and workplace nutrition programmes, and strengthened nutrition surveillance. The objectives were to reduce obesity prevalence among adults and children, promote healthy eating habits through education, and improve access to nutritious foods.

Phase 3: Mainstreaming Healthy Diet Promotion (2010s - present)

Malaysian Dietary Guidelines 2010: The Malaysian Dietary Guidelines were updated to provide evidence-based advice addressing both undernutrition and the rising prevalence of obesity. Under these guidelines, the key messages, targeted at the general public and health professionals, highlight balanced meals, reducing sugar, salt, and fat

intake, and promoting physical activity. The objectives included providing clear, practical dietary recommendations, encouraging reduced consumption of high-fat, high-salt, and high-sugar foods, and increasing physical activity across all ages.

Healthier Choice Logo (HCL) Program (2017 – present): With the increased consumption of packaged foods high in sugar, salt, and fat, Malaysia introduced the Healthier Choice Logo (HCL) as a voluntary front-of-pack labelling system. Products that meet specific nutrient criteria are allowed to display the HCL logo. This initiative helps consumers make informed, healthier food choices and encourages manufacturers to reformulate products with an improved nutritional profile.

National Plan of Action for Nutrition of Malaysia III (NPANM III) 2016 – 2025: NPANM III was established to address the double burden of malnutrition, encompassing both obesity and micronutrient deficiencies. This aligns with the United Nations Sustainable Development Goals (SDGs) and adopts a whole-of-government and whole-of-society approach, integrating health, agriculture, education, and industry. The objectives are to improve nutritional status across the life course, strengthen food systems to encourage healthier diets, and enhance food safety while reducing diet-related diseases.

National Strategic Plan for Non-Communicable Disease 2016 - 2025 (NSP – NCD): The rising prevalence of NCDs revealed by the NHMS prompted the government to implement the National National Strategic Plan for Non-Communicable Disease (NSP – NCD) 2016 – 2025. The government reported that 3.5 million Malaysian adults were living with diabetes, 6.1 million had hypertension, 9.6 million had hypercholesterolemia, and 3.3 million were obese (Ministry of Health, 2016b). The alarming number of people suffering from NCDs poses one of the huge challenges to the present healthcare system in Malaysia. NCDs are preventable, but they require a change in people's attitudes and preferences because detrimental eating patterns among many Malaysians add to the high burden of NCDs in Malaysia. Lifestyles in Malaysia have changed over the years due to urbanisation and globalisation, which have led to an increasing incidence of overweight, obesity, and micronutrient deficiencies (Ministry of Health, 2016b).

Policy Options to Combat Obesity in Malaysia 2016 – 2025: The high prevalence of obesity in the community prompted the Ministry of Health to establish a task force led by the Deputy Director General of Health (Public Health), with members from several ministries, professional bodies, and NGOs. Several food policy options

include mandating that fast food restaurants prominently display nutritional information on menus and restrict serving sizes, refills, or value meals (Ministry of Health, 2016c). The NSP – NCD supports the Global Action Plan for the Prevention and Control of Non-Communicable Diseases 2013 – 2020 as it supports contemporary global themes and mandates from the World Health Organisation (WHO). The NCD situation in Malaysia has become an epidemic and it demands a strong whole-of-government and whole-of-society approach. Therefore, the fast food industry plays a prominent role in including actions aimed at promoting healthy dietary patterns. The next section elaborates on CSR practices in organisations and discusses the importance of implementing health-related CSR activities to address the rise of globesity.

MADANI Afiat: The MADANI Afiat initiative is a recent program introduced by the Ministry of Health (MOH) to enhance public awareness and prevent non-communicable diseases (NCDs), including obesity. This program aligns with the Malaysia MADANI framework, which emphasizes values such as sustainability, prosperity, innovation, respect, trust, and compassion. Through this program, the government emphasizes community engagement by raising awareness about the importance of maintaining good health, with a particular focus on nutrition and strategies for preventing diseases such as obesity. MADANI Afiat represents a significant step towards improving public health in Malaysia, as the government is committed to bringing health services directly to the community, ensuring that individuals, especially those in underserved areas, have access to health services (Malaysia MADANI, 2025).

Over the past thirty years, Malaysia has progressively adapted its nutrition strategies to meet evolving public health challenges. The country's priorities have shifted from addressing undernutrition to tackling the double burden of malnutrition and the increasing rates of obesity. The first major initiative, NPANM I (1996–2000), primarily aimed to secure adequate food availability, reduce protein-energy malnutrition, and combat micronutrient deficiencies. Later policies, including the National Nutrition Policy (2005) and NPANM II (2006–2015), broadened their scope to encompass overweight and obesity as well as other diet-related non-communicable diseases. These strategies highlighted the importance of collaboration across multiple sectors, nutrition education programmes, and interventions within schools and workplaces.

With the release of the Malaysian Dietary Guidelines (2010) and NPANM III (2016–2025), the approach became more comprehensive, adopting a life-course perspective that integrates evidence-based dietary recommendations, coordinated governance, and alignment with the Sustainable Development Goals. Complementary measures, such as the Healthier Choice Logo (HCL) Programme have targeted both the food environment and public knowledge, encouraging healthier dietary decisions and physical activity.

The MADANI Afiat initiative further enhances these efforts by providing community-centered preventive services, including health screenings, educational campaigns, and community engagement activities. Although not exclusively focused on obesity, the program supports its prevention by promoting healthier lifestyles and improving access to essential health services, especially for underserved populations.

In conclusion, Malaysia's suite of nutrition policies and programs reflects a coordinated, multi-layered strategy that addresses both traditional and emerging nutritional challenges. The country's efforts demonstrate a commitment to fostering better nutritional health, preventing diet-related diseases, and mitigating obesity through a combination of policy development, public education, and direct community engagement. The next section explores how organisations implement CSR practices, the types of initiatives undertaken, and their perceived impact on both business and society.

2.3 Fast Food Industry and Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) has been acknowledged by name for over 70 years. The emergence of CSR in academic literature was first documented in monographs written by Clark in 1926, who highlighted that business has obligations to society (Freeman & Hasnaoui, 2011). The first and foremost definition of CSR was introduced by Howard Bowen, whom Carroll (1999) refers to as the father of CSR. Bowen (1953) defines CSR as “the obligations of businessmen to pursue those policies, to make those decisions or to align those sets of action which are desirable in terms of objectives and values from society's eyes”. In general, most definitions in the early 1950s recognized the need for managers to assume responsibility for the public good. To illustrate, Drucker, (1954) stated that “the business should consider whether the actions support the public good and to uphold the society's beliefs to ensure stability, strength and harmony”.

It is noted that definitions of CSR demonstrate that organisations are expected to contribute to societal development, enhance corporate reputation, and be good corporate citizens. There are four social responsibilities of business which are economic, legal, ethical and philanthropic, which aimed at realising stakeholder expectations (Carroll, 2016). CSR can be perceived as an organisation's commitment to integrating its economic, legal, ethical, and philanthropic dimensions into voluntary business activities in order to contribute to social improvement (Martinez-Sala et al., 2021). In general, organisations commonly implement a variety of actions depending on their stakeholders' interests, with the aim of achieving mutual gain. To ensure the success of these initiatives, organisations should demonstrate their concern for stakeholders' wellbeing.

It can be perceived that CSR is a self-regulating business model that guides a company to be socially accountable to itself, its stakeholders, and the public. Chrisjatmiko and Margareth (2018) agree that CSR activities are essential in running a business and that CSR has a significant impact on corporate reputation. Due to this, most companies compete to allocate substantial funds to their CSR activities. Therefore, it is clear that CSR is no longer considered a wasteful expense but rather a company's investment in improving its image and reputation. Furthermore, CSR involves strategies implemented by companies to operate ethically and to maintain respectful relationships with society (Kádeková et al., 2020).

Kádeková et al. (2020) further argue that CSR plays a significant role in the fast food industry because this sector has a strong impact and a high dependence on the economy, environment, and society. Martínez and Nishiyama (2019) prove that integrating CSR activities into brand strategies was found to have a significant relationship with consumer awareness. With that, it is clearly shown that the CSR affects consumer behaviour. Consequently, fast food companies that provide socially responsible CSR action programmes to the young generation might induce positive emotional responses that form positive attitudes. In the context of this study, health-related CSR practices might promote healthy dietary habits among the young generation and eventually help address the rise of globesity. The next section presents the discussion on health-related CSR activities that could be performed by the fast food industry.

The rapid growth of the fast food industry reflects a significant trend of fast food consumption among the young generation. The fast food industry is considered a main

contributor to the globesity epidemic and other health issues (Makri et al., 2022; Man et al., 2021; Rajini et al., 2021; Mohammadbeigi et al., 2018). In contrast, studies conducted by Kim et al. (2019) and Abdullah et al. (2017) reveal that obesity is not associated with high fast food consumption. The scholars theorize that young adults with meat and alcohol eating patterns and unhealthy dietary patterns tend to become overweight and obese. Past research proves that the young generation has a preference for visiting fast food restaurants for several reasons, such as cleanliness, convenience, speed, food variety, reasonable cost, safe food preparation, and attractive packaging (Javed et al., 2021; Mahmud & Ahmed, 2021; Xiao et al., 2019; Che Mat et al., 2016; San et al., 2013).

Although solid evidence suggests that high fast food consumption is not the main reason contributing to the globesity epidemic, there is a need to explore how to promote the adoption of healthy eating attitudes among the young generation. This is because they are the most popular customer segment visiting fast food restaurants. Globally, in the United States, the Subway Cares Foundation provides grants to non-profit organizations and programs that aim to foster a brighter future, including initiatives that ensure access to nutritious food (Subway Cares Foundation, 2025). Hence, the fast food industry in Malaysia should include actions aimed at encouraging the young generation to eat healthily in order to address the rise of globesity. In addition, due to the increasing interest in public health and sustainable issues, many restaurants acknowledge their responsibility in establishing a healthy and sustainable eating environment (Yoon et al., 2020).

Past studies highlight that a restaurant's efforts and commitment to promoting healthy and sustainable eating initiatives generate many advantages for its business. Young consumers are particularly a significant customer segment as they are the current and future consumers for most businesses. Major fast food restaurants such as McDonald's and Subway have launched CSR programmes focusing on a wide range of areas, including nutrition, general well-being, children's fitness, and social issues (Kim & Ramos, 2018). For example, Lim et al. (2017) suggest that providing healthy menus and nutritional information assists fast food restaurants in establishing a socially responsible image, as these well-being-related CSR activities promote healthy bodies and minds among the young generation.

Referring to the current obesity scenario in Malaysia, the alarming trend demands not only a comprehensive public health policy but also a supportive

environment for Malaysians to work towards adopting healthier lifestyles. On the other hand, the young generation is the biggest customer segment of fast food restaurants; therefore, it is crucial to influence their behaviour by promoting healthy diets through the fast food industry's CSR initiatives. This is because poor nutrition at an early age makes their bodies vulnerable to a host of illnesses and may lead to numerous health complications as they grow older (Haines et al., 2019). The fast food industry could introduce several health-related CSR activities to address the rise of obesity, such as offering healthier food options, providing nutritional education, and disclosing nutritional information to educate young consumers about balanced food choices and provide guidance on making informed decisions (Kim & Ramos, 2018).

Dumitrescu et al., (2018) encourage fast food companies to adopt responsible promotional strategies to address the current obesity issue through CSR practices. In addition, Ha et al. (2022), Khan (2018), Kim and Ramos (2018), Martinez-Sala et al. (2021) and Yoon et al. (2020) suggest several CSR practices that could be adopted by the fast food industry, including providing smaller, half-sized, or reduced-sized options, introducing healthy menu options such as low-calorie and low-fat items, designing special signs, logos, or symbols to highlight healthy menu options, encouraging special requests to substitute menu items with healthier choices (e.g., substituting vegetables for French fries), displaying nutrition-related information, disclosing food policies or reports to communicate food philosophy, developing general healthy dining information or guidelines, and continuously promoting healthy menus by organising certified healthy eating programmes.

The trend of CSR initiatives in developing countries differs from that in developed countries (Tarda et al., 2023). In developing countries, CSR activities primarily emphasize donations and charitable contributions, whereas in developed countries, the significant trend observed is a focus on environmental protection and sustainable practices. This indicates a need for Malaysia to shift its CSR focus toward the trend observed in developed countries, by emphasizing on sustainable eating which encourages healthy dietary practices. In the context of this study, the CSR activities performed by the fast food companies are discussed accordingly in line with the Carroll's CSR pyramid because this framework describes how and why organisations should take social responsibility. This framework is useful to give guidance and foundation to the business as it delineates in detail the nature of businesses'

responsibilities to the society. Hence, the discussion of these four categories of CSR is presented in the next section.

2.4 CSR Dimensions in the Fast Food Context

Several key CSR dimensions are adopted from Carroll's CSR pyramid, which encompasses the economic, legal, ethical, and philanthropic expectations that the young generation has towards the fast food industry at a given point in time (Carroll, 2016). Figure 2.1 below presents Carroll's CSR Pyramid Model. The explanation for each CSR dimension is discussed in the following subsection.

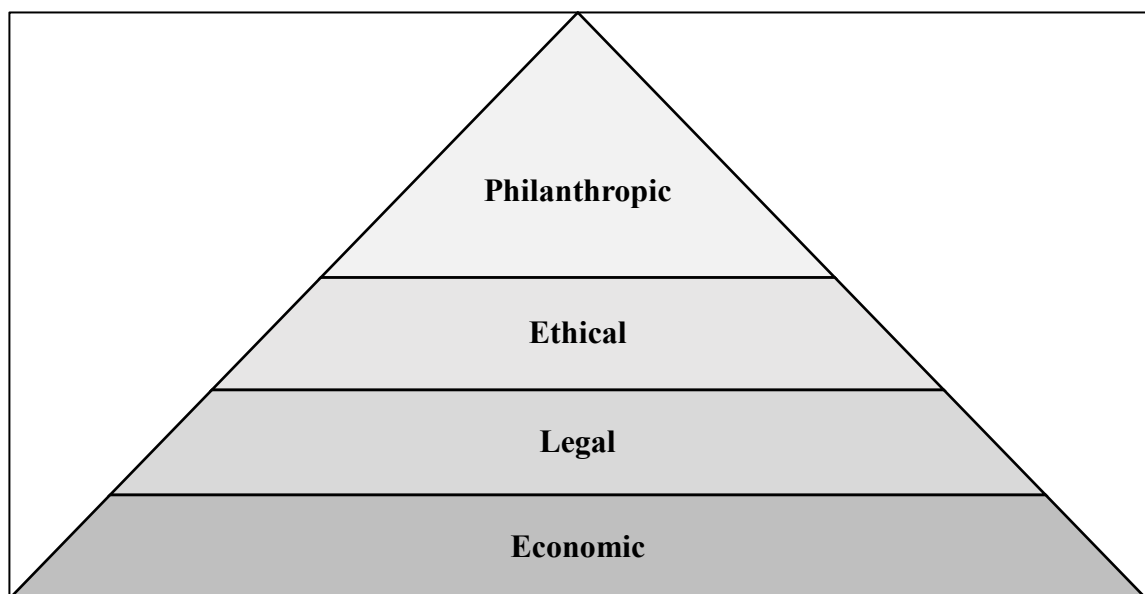


Figure 2.1 Carroll's CSR Pyramid Model

2.4.1 Economic

As one of the fundamental requirements for their existence, businesses have an economic responsibility to the society that permitted them to be created and sustained (Carroll, 2016). Initially, it may seem uncommon to recognise an economic expectation as a social responsibility, but this is true because society expects businesses to be able to sustain themselves, and this can only be achieved by being profitable and able to incentivise owners or shareholders to invest and have adequate resources to continue operations. To illustrate this, Carroll (2016) further explains that society perceives that businesses produce and sell goods and services needed by society. Hence, as an

inducement, society permits businesses to create profits. This evidence proves that businesses create profit when they add value, and in doing so, they benefit all stakeholders of the business.

According to Kim and Kim (2022), economic responsibility is also linked to the belief that businesses need to deliver competitive and profitable services or products to fulfil demands from customers and society. A business is considered to benefit its stakeholders when it creates profit and adds value to its products and services (Javed et al., 2021; Mahmood & Bashir, 2020; Rastini & Nurcaya, 2019; Villarreal et al., 2020). As argued by Yoon et al. (2020), big portion sizes and poor food quality (high in calories, total fat, and saturated fat, and low in dietary fibre, calcium, and iron) are potential key drivers of the alarming rate of obesity. It is now time for the fast food industry to emphasize the value of food, because consumers not only want meals that are quick and convenient but also foods that offer nutritional benefits. Kotler et al. (2009) define value as the sum of perceived benefits (tangible and intangible) and costs to the customer.

Therefore, several values considered by customers include low price, meeting customer expectations for a specific product or service, the quality received for the price paid, and the overall value received relative to what is given (Gopaul, 2015). A study conducted among university students in Africa by Gopaul (2015) analysed the value received for the price paid for healthier food options offered by fast food restaurants. The findings indicated that close to 40 per cent of respondents did not have a positive view of the value received for the price paid. This implies that fast food restaurants do not provide sufficient value for the price they charge customers for healthy food. The main reason for their dissatisfaction was the small portion sizes served, as they claimed they had to pay more for healthier food (Gopaul, 2015). This finding suggests that fast food restaurants should consider adjusting the portion sizes of healthier food options or lowering their prices.

Fast food restaurants should offer healthier and tasty food at a price that makes both customers and the outlets satisfied. To offer the food that better value for money, the price of the healthier food options may need to be considered and adjusted. The fast food industry can revise its marketing techniques for healthier food choices, such as offering healthy value-bundled meals, conveying a better value-for-money message, and delivering on its promises (Gopaul, 2015). In addition, the fast food industry is encouraged to plan more effective marketing strategies to promote healthy diets among

the young generation. This is because findings from Dumitrescu et al. (2018) confirm that economic CSR, such as the promotion of healthy food, has a significant relationship with addressing the obesity issue.

2.4.2 Legal

Businesses should operate according to the laws and regulations stipulated in the country to ensure they are legal and legitimate (Aquino et al., 2021; Javed et al., 2021; Mahmood & Bashir, 2020; Rew & Cha, 2020). Kim and Kim (2022) further argue that organisations are responsible for obeying regulations and rules to operate their businesses within legal boundaries. Carroll (2016) outlines five important legal expectations of business which are (1) performing business in a manner consistent with expectations of government and law; (2) complying with various federal, state, and local regulations; (3) conducting themselves as law-abiding corporate citizens; (4) fulfilling all their legal obligations to societal stakeholders and (5) delivering goods and services that meet minimal legal requirements.

The alarming trend of obesity has directed the attention of policymakers to the provision of nutrition information as a vital tool to promote healthier eating habits. In Malaysia, mandatory nutrition labelling was enforced in 2003 by Ministry of Health and the fast food industry has been providing nutritional information of food products to their customers since then (Vijayakumaran & Amalina, 2018). This is perhaps due to usefulness of the nutrition information to assist consumers in adopting healthy dietary practices. Besides, nutrition labelling reveals the nutrient content of a food product. In Malaysia, the nutrition label must come with a Nutrition Information Panel (NIP) which represents information on energy, protein, carbohydrate, and fat content (Jefrydin et al., 2019). Additionally, the fast food industry also has standardised cooking processes to ensure that food is clean, safe, and healthy in accordance with government regulations (Chrisjatismiko & Margareth, 2018).

Past studies suggest that the use of nutrition labels allows consumers to make healthier food choices by comparing the nutritional values of similar food products to decide which one contains a higher or lower amount of nutrients (Kim & Ham, 2016; Rehman et al., 2022). For instance, a qualitative study was conducted by Jefrydin et al. (2019) among Malaysian adolescents aged 13-16 to analyse the influence of nutrition labels on food towards making healthier food choices. The findings concluded that most

participants were health-conscious; therefore, they were concerned about over-consuming nutrients such as fats and sugars, as these could lead to obesity. Reading information on the calories, fat and sugar content helps them to control their weight and reduce their energy intake.

Nevertheless, another study carried out by Saha et al. (2013) revealed a low usage of nutrition labels among children, adolescents, and older adults. Several challenges they faced, which led to their lack of interest in reading nutrition labels, included the perception that it was not important and insufficient time to read them. The findings concluded that although the government believes nutrition information guides consumers towards healthier food choices, there are still consumers who do not refer to nutrition labels because they perceive reading them as time-consuming and tiresome.

Folkvord et al. (2020) explore the influence of taste and health information on fast food menus to encourage young adults to choose healthy food products. The study validated that when health information about healthy products was provided, participants were more likely to choose a healthy food product. The finding recommend the fast food to provide specific nutritional labels or offer multiple healthier restaurant options to nudge consumers towards healthier option. For instance, the fast food industry can provide explicit health information on the menu by presenting the number of calories for the healthy menu products (Folkvord et al., 2020). With this, young adults might not only be more willing to choose healthier options but also gain more knowledge about the products' healthiness.

One of the interesting benefits of providing nutrition labelling is it encourages the fast food industry to develop new recipes with lower calories and healthier options (Yoon et al., 2020). In addition, legal responsibility is also associated with the fast food industry's measures to ensure the food supply is fresh and healthy (Shamsudin et al., 2020). Furthermore, the fast food industry needs to obtain licenses or certificates to indicate that its staff are healthy and also ensure that kitchen equipment has received approval from the authorities (Shamsudin, Yazid, et al., 2020). This is essential to ensure the food quality. A study conducted by Xiao et al. (2019), found that the fast food industry is responsible to ensure the food prepared meet the food quality characteristics namely temperature, menu item variety, tastiness and presentation. This is because their findings indicate that food quality has a positive relationship with fast food consumption.

2.4.3 Ethical

Ethical responsibility reflects the business goes beyond legal regulations or obligations. To illustrate this, Carroll (2016) implies that the society expects the business to conduct their business ethically while embrace activities, norms, standards, and practices that even though they are not codified into law. To meet this ethical responsibility, several essential expectations of business include (1) performing in a manner consistent with expectations of societal morals and ethical norms; (2) acknowledging and respecting new or evolving ethical conduct adopted by society; (3) preventing ethical norms from being compromised to achieve business goals; (4) doing what is expected morally or ethically to be good corporate citizens and (5) upholding business integrity and ethical behaviour go beyond more compliance with laws and regulations (Carroll, 2016).

Nowadays, there is an increasing demand for fast food industry to protect the local communities (Yoon et al., 2020). To illustrate this, fast food industry should be ethical by responding to public health issues such as unhealthy dietary habits through creating a healthy and sustainable eating environment. In response to this, several fast food restaurants that recognize their role in creating a healthy eating environment come up with several CSR initiatives such as increasing the availability of healthy menu options and reducing portion sizes (Yoon et al., 2020). The main purpose of offering a healthier food initiative is to establish a supportive eating environment that could influence consumers' behaviours to make a healthier food choice. This is because fast food restaurants plays a crucial role to influence consumer diets through food sourcing, marketing, pricing and the availability of healthy food options (Yoon et al., 2020).

In addition to the ethical considerations of a healthier society, if the fast food restaurants sell low-calorie and healthier foods such as salad, they will benefit from promoting healthier foods as well. Ethical CSR initiatives also associates with the provision of information about its company and products to the customers (Mahmood & Bashir, 2020). Furthermore, the organisation is accountable to provide reliable information about the company and products offered to the consumers (Javed et al., 2021; Mahmood & Bashir, 2020; Tong et al., 2019; Vijayakumaran & Amalina, 2018). The products prepared to consumers must derived from the raw materials that are safe to consume (Chrisjatismiko & Margareth, 2018). By ensuring this, they are able to provide quality and fresh food to the consumers.

2.4.4 Philanthropic

Chrisjatmiko and Margareth (2018) refers corporate philanthropy as the company's activities to donate to a particular community. The contribution could be in the form of cash donations, grants, provision of scholarships, provision of products and provision of services free of charge. Additionally, the researcher further highlights that when the company carried out the activities of corporate philanthropy, it leads to the settlement of social problems in local communities. The organisation is favourable to consumers when it actively involves with charity activities, sponsors program and event (Javed et al., 2021; Kent et al., 2020; Lim et al., 2017). As stated by Iwannanda et al. (2017), there are three forms of corporate philanthropy which are corporate giving, corporate volunteering and corporate foundations.

Iwannanda et al. (2017) further explains that corporate giving entails all types of contribution either in monetary or non-monetary which are donated by the corporation. For corporate volunteering, the corporation supports and fosters employees' efforts to engage in community service and activities during their employment. The purpose is to enhance the companies' community and employee relations. Meanwhile, corporate foundations are charitable foundations that are established and primarily funded by profitable company.

As stated by Kent et al. (2020), one of the common examples of philanthropic CSR initiatives related to nutrition performed by fast food is actively engage in nutrition education by providing information on their websites. Likewise, Arslan et al. (2022) agree that the eating habit of the consumers can be changed with nutrition education. On the other hand, prove that fast food industries begin to improve their food services by implement food awareness campaign to indicate their concern towards customer health. Chrisjatmiko and Margareth (2018) recommends several philanthropic CSR actions performed by the fast food which are involving in social activities by donating money, organizing various programs that bring kindness and executing social programs that can offer a solution to social problem.

2.5 Religiosity

Malaysia is a multi-ethnic and multi-religious country in Southeast Asia. According to the key findings of the Population and Housing Census of Malaysia 2020,

Malaysia is dominated by the Muslims which amounted to 20.6 million, followed by Christians with 2.9 million, Buddhists 6.1 million, Hindus 2.0 million and others 860 thousand (Department of Statistics Malaysia, 2022). As a multi-ethnic country, religion is still the fundamental to the lives of all individuals regardless of their races and cultures. This is because the religious element not only guide the humans to find their way to God but also contribute to well-being of the humans in their life (Baloch et al., 2014). On the other hand, Onwuatuegwu (2020) state that religion is a subject that we encounter in our daily life. It is also referred to individual's belief in God and activities related to its (Lim & Putnam, 2010).

Religion brings meaning and purpose of lives to its adherents. Additionally, a mixed method study executed by Ariffin et al. (2021) among 419 respondents from 4 zones in Malaysia namely North Zone, West Zone, East Zone, and East Malaysia Zone. The findings demonstrate that religiosity is indeed an essence of life because the religious belief is the basis for references and guidelines in people's lives. It is undeniable that belief in God has shaped people's mind towards their lifestyles. To illustrate this, Ansari et al. (2017) posit that religiosity can protect and encourage a healthy lifestyle through controlling their health behaviour, social support, and psychological states. Healthy eating habits is one of the most important aspects of people wellbeing. From an Islamic perspective, the importance of ensuring safe and good consumption is emphasised as part of maintaining overall wellbeing. The Qur'an encourages moderation in eating and drinking, reminding the adherents that excess is discouraged and should only consume lawful (halal) and wholesome (tayyib). These teachings highlight that dietary practices are not only a matter of physical health but also a spiritual and ethical responsibility. Integrating these principles into contemporary nutrition and public health discussions reinforces the need for safe, nutritious, and balanced eating habits, aligning individual wellbeing with broader societal health objectives.

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ ۚ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

"O mankind, eat from whatever is on Earth that is lawful and good, and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy."

(Surah Al-Baqarah 2:168)

According to Zhang (2018), practising a healthy dietary habits is created by balancing and taking personal responsibility towards ensuring having optimal health and wellbeing through monitoring the dietary practices. Many religions opine that the human body must be taken care carefully and there are specific prohibitions against irreverent behaviours that cause harm towards physical and spiritual development (Tan et al., 2014). This means whether a religion encourages healthy or unhealthy dietary habits, it depends on the normative practices of that particular religion whereby if the normative practices promote healthy dietary habits, it is likely leading the adherents towards enjoying a better health.

Additionally, Pfeiffer et al. (2018) claim that religiosity has been linked with health promoting behaviours such as improved diet, attendance to preventive care, physical activity, moderate drinking and eventually contribute to overall improved health status. For instance, Enríquez et al. (2019) propound that the Adventist religion in Mexico advises their adherents to practise a healthy diet, have adequate rest, perform physical activity, ensure a sufficient water intake, and avoid addictive substances intake such as alcohol, tobacco, and drugs as well as fostering faith and hope to give meaning to life. The study concluded that Adventist adolescents are more likely to have a healthier lifestyle compared to non-Adventist adolescents. Their finding further argues that the religious groups in Mexico demonstrate their interest to adopt a healthier lifestyle behaviour that contribute to reduce obesity and other diseases associated with lifestyle.

Furthermore, most religion perceive health as a gift from God and the superior value that should be taken care of, obliging the adherents to take care both physical and mental health. Take for example, Majda et al. (2022) hypothesize that the influence of religiousness on health can be witnessed from pro-health behaviours such as balanced diet, physical activity, quitting smoking and greater compliance with medical recommendations. In recent years, there is a growing trend of studies conducted to investigate the influence of religiosity on healthy behaviours among Malaysians. Hassan (2015) conduct a quantitative study to explore the impact of religiosity on the health-related practices of Malaysian Muslims. The finding demonstrate that health-related actions are strongly influenced by their religiosity because their daily lifestyle guided by Islamic teachings. Also, the study predicates that there is limited study conducted examining the relationship between religiosity and health among Malaysian Muslims context as past studies looking at Western context.

The findings corroborate with findings from study administered by Tan et al. (2016) among Adventists in West Malaysia. The scholars agree that religion has been shown to be salutary on health hence, religiosity is associated with healthy dietary patterns. This is because the frequent attenders to Church are more exposed to maintain a vegetarian diet and eat more fruits and vegetables. Most religions encourage their adherents to adopt a better diet. They might have specific dietary laws such as the Hindus avoid beef and are vegetarians on certain days, the Muslims fast during Ramadan and avoid unclean meat such as pork, the Buddhists monks and nuns are vegans, and the Catholics void meat during Lent fasting (Tan et al., 2014). This demonstrates that religion could be a potential medium to promote healthy diet.

On the other hand, since most studies examined the association between religiosity and nutritional habits, lifestyle and cardiovascular risk among the university students, Navarro-Prado et al. (2018) decide to conduct a study to observe the differences in the eating habits of Christian and Muslim university students in Melilla to determine possible association between the influence of religiosity on their lifestyles. Their findings contrasted with past studies because the study reveal there is no association between religiosity and presenting normal values of body weight. This is perhaps due to the globalising effects of social patterns among these young people, which influence their decisions.

Another study carried on by Bauer et al. (2020) validate the negative relationship between religiosity and good dietary behaviours. Bauer et al. (2020) employ Theory of Planned Behaviour (TPB) as the use of theory is accurate to study the relationship between religious belief and healthy eating. Likewise, their study confirm that majority of their respondents are overweight and obese due to high fat intake despite high level of religiosity and church attendance. The most common sources of fat are snack foods, margarine/butter on foods and fried chicken or fried fish. Their fruits and vegetables intake are lower than the recommendations established by the United States Department of Health and Human Services.

Past studies recommend that dietary interventions should be established in place of worship settings with consideration to address nutritional disparities which increase the risk of obesity, diabetes, and heart disease (Dewes et al., 2013; Iftikhar et al., 2016; Maynard, 2017). Most literatures imply religiosity advocates a healthy lifestyle and dieting. Recently, the rise in the prevalence of obesity and nutritional disorders due to

substitution of the traditional diet for a Western diet, which commonly rich in fats and sugars.

Based on the literature reviewed, it is important to examine the influence of religiosity, as it shapes individuals' lifestyles and can encourage healthier behaviour patterns. Religiosity influences daily routines, food choices, and ethical considerations, which may lead to greater adherence to balanced and nutritious diets. In the context of youth fast food consumption, religiosity may moderate how young consumers perceive and respond to the fast food industry's CSR initiatives aimed at promoting healthier eating. By incorporating religiosity as a moderating factor, this study can explore whether youths with higher religious commitment are more receptive to CSR efforts that encourage healthy eating, thereby providing insights into how cultural and spiritual values interact with corporate health promotion strategies to reduce the burden of overweight and obesity.

2.6 Eating Lifestyle

Presently, the consumption of fast food has become a global phenomenon and Mokhtar et al. (2020) anticipate that this trend will escalate in the future. In Malaysia, eating out is a common trend due to urbanisation, hectic lifestyles, increasing household incomes and increasing number of working mothers (Goh et al., 2020; Mat et al., 2016; Mokhtar et al., 2020; Pan et al., 2021; Parikh, 2020). Inevitably, they have less time preparing food at home due to spending more time working. The rapid expansion of fast food industry and it is known to be a popular choice among the youth because of speedy service, convenience and reasonably priced despite acknowledging that fast food are unhealthy (Abdul Malek et al., 2022).

Past studies widely investigate the fast food consumption behaviour among the young generation. Fast food offers young adults a quick, affordable, and readily available alternative to home-cooked meals. Hatta et al. (2022) look into the socio-demographic determinants of the frequent fast food consumption among young adults in Malaysia. 405 respondents aged between 18 to 29 years old responded to the self-administered online questionnaire. The results posit that a significant association existed between urban and rural residence with high fast food consumption. This can be supported by Man et al. (2021) who reveal that urban living has substantial impact on fast food consumption.

Lun et al. (2021) coordinate a quantitative study using survey to scrutinize the factors that influence Malaysian young generation to buy fast food. The result manifests that a positive relationship was found between the food quality and young generation's intention to buy fast food. The findings corroborate with study carry out by Liew et al. (2021). This study has unveiled several factors comprising the service quality, food value and restaurant environment, food quality, price and promotion attractiveness are the main drivers for the young generation in Kluang, Johor purchasing the fast food. The young generation are mostly influenced by the advertisement through internet, magazine, product packaging and digital media platform. Unexpectedly, the researchers posit that there are consumers who choose to eat a smaller portion size as they concern with their diet. Hence, it is recommended for the fast food to take this opportunity by offering a new and healthy menu based on vegetables to target those consumers who regularly visit fast food but they intend to keep their diet (Liew et al., 2021).

Even though fast food is more convenient and has several other advantages, eating fast food also has its costs. Young generation who are more exposed to fast food tend to consume fast food frequently and this results in a significant increase in daily calorie intake from fast food especially for the large portion size meal (Altamimi et al., 2022). Obesity is usually linked with dietary patterns characterised by food cravings. Increasing BMI is found to have relationship with craving high-fat foods like fast food (Chao et al., 2014; Gearhardt et al., 2014). It is essential for the young generation to practise a healthy eating lifestyles during the transition to adult life because of the many adverse effects of negative eating behaviour on these young people's health (Wan Zakaria et al., 2021). Practising healthy eating lifestyles can prevent themselves from getting chronic illnesses later in life.

Eating lifestyle was selected as a moderating variable in this study because it directly reflects individuals' habitual dietary behaviours, which can influence how they perceive and respond to health-related initiatives. Prior research indicates that eating patterns, including frequency of fast food consumption, meal composition, and preference for healthier options, shape attitudes and behavioural intentions toward nutrition and wellness programs. By incorporating eating lifestyle, the study can examine whether the effectiveness of fast food industry CSR initiatives in promoting healthier eating differs among youths with varying dietary habits.

Moreover, youths represent a demographic that is particularly exposed to unhealthy eating patterns due to lifestyle factors such as convenience, social influence,

and limited nutritional awareness. Investigating eating lifestyle as a moderator allows the study to identify whether habitual behaviours reinforce or weaken the impact of CSR initiatives on perceived roles in promoting healthy eating. This approach aligns with public health objectives by highlighting how behavioural context interacts with corporate health promotion strategies, providing rich insights for designing interventions targeted at different consumer segments.

2.7 Theoretical Foundation

This section mainly describes the theories that are pertinent to be applied by referring to the objectives of the study. The comprehensive explanation of theories is presented in this section to provide significant information on all the theories together with the justification to support on why these two theories have been selected for this study. The explanation of the theories starts with Stakeholder Theory and followed by the Theory of Planned Behaviour (TPB).

2.7.1 Stakeholder Theory

The idea of stakeholder theory profound that the responsibility of the organisation is not limited to financial parties only because the actions and decision made impact a wide range of groups and individuals (Amanpreet & Lodhia, 2019). There are a variety of forces changes the way management level makes sense of their responsibilities. Globalization has brought a wider variety of participants into contemporary business, technological advancement has increased the pace of change and the managers acknowledge that their actions are potentially affect a broader range of people all over the world (Parmar et al., 2010). To understand clearly on Stakeholder Theory, the overview on definition of the “stakeholder” word from the scholars will be outlined later.

The importance definition of stakeholder is elucidated by Freeman (1984) and Parmar et al. (2010) which states stakeholder as “any group or individual who can affect or is affected by the accomplishment of the organization’s objectives. Additionally, the group or individual might be the customers, employees, suppliers, government, competitors, consumer advocates, environmentalist, special interest groups and media. The following table summarizes the key definitions of stakeholder.

Table 2.2
Definition of Stakeholder

Author and year	Definition of stakeholder
Alkhafaji (1989)	Groups to whom the corporation is responsible.
Hill and Jones (1992)	Constituents who have a legitimate claim on the firm.
Clarkson (1995)	People or groups that have or claim ownership, rights, or interests in a corporation and its past, present, and future activities.
Bourne (2015)	Individuals or groups who have an interest or rights or ownership in the corporations' projects, can contribute to the form of knowledge or support and can impact or be impacted by the project.
Freeman (1984)	Any group or individual who affect or are affected by the accomplishment of the organisational objectives.

The term stakeholder was truly popularized by R. Edward Freeman in 1984 through Stakeholder Theory. Freeman (2010) originally described the Stakeholder Theory of organizational management and business ethics that upholds morals and values in managing the organization. Businesses should be responsible for all society and shareholders. Creating shared value with stakeholder by fulfilling their interests and ethical demands signifies that businesses operate responsibly and prioritize symbiotic relationships. According to Donaldson and Preston (1995) and Wood (1991), Stakeholder Theory recommends that business are neither responsible for all society nor just their shareholders, but that they must be accountable to stakeholder who affect or are affected by corporate behaviours.

Kim and Ramos (2018) examine the stakeholder responses toward fast food chains' CSR and employ this theory to describe how fast foods integrate their health-related CSR activities to address public health problems. They demonstrate that health-related CSR programs gives signals to consumers that the restaurant has undertaken its responsibility by offering a food product that has better nutritional value. Previous evidence proved that an increase in fast food consumption correlates with obesity-related public health issues (Hossain & Islam, 2020; Ramli et al., 2021; Saniya et al., 2021). Kim and Ramos (2018) suggested that fast food can address these problems by implementing proper and planned CSR initiatives in their daily business. Hence, it creates an excellent relationship between the business and stakeholder and gains public trust and support.

For the purpose of this study, Stakeholder Theory is justified as a guiding framework because it provides a structured approach to understanding the roles,

responsibilities, and interactions of multiple actors in addressing complex social issues such as obesity. The theory explains that organizations have obligations toward their stakeholders, while stakeholders also hold responsibilities toward the organization. Applying this theory is appropriate for the current study, as reducing obesity and promoting healthy eating require coordinated efforts among various actors, including both corporate and public health stakeholders.

The selection of specific stakeholders is also justified. Youths are included because they constitute the primary consumer group of fast food products and are most affected by dietary interventions. Fast food restaurants are essential because they design and implement CSR initiatives targeting healthier eating. Government agencies, represented by the Selangor State Health Department, Ministry of Health Malaysia, and the Institute for Public Health, are included because they formulate policies, enforce regulations, and provide public health guidance that shape the effectiveness of these CSR initiatives. By incorporating these diverse stakeholders, the study ensures a comprehensive understanding of the mechanisms, responsibilities, and interactions that influence the success of CSR strategies in promoting healthier dietary behaviours.

2.7.2 Theory of Planned Behaviour (TPB)

Explaining human behaviour is a complex and difficult task. Theory of Planned Behaviour (TPB) was first introduced by Icek Ajzen in 1984. The Theory of Planned Behavior (TPB) is the extension and revision of Theory of Reasoned Action (TRA) propounded by Fishbein and Azjen in 1975. This theory describes the behavioural decision-making processes of human beings by examining and predicting the individual's behaviour and commend that the successful completion of human behaviour is guided by the individual will. According to Ajzen (1991), concepts relating to behavioural dispositions such as social attitude and personality trait, have acts a significant role to anticipate and describe human social behaviour. Theory of Planned Behaviour postulate that attitude toward behaviour, subjective norm, and perceived behavioural control influence behavioural intention.

Sheoran and Kumar (2022) and Dezdar (2017) agree that this theory also suggests that intention is a very good predictor of behaviour. Ajzen (1991) eloquently explain the first predictor of the theory, attitude toward the behaviour signifies the individual evaluation of an action under study from negative to positive. It can also be

referred as to the degree to which an individual has a favourable or unfavourable evaluation or appraisal of the behaviour in question (Ajzen, 1991). The second predictor of the theory is a social factor termed as subjective norm, it associates with the perceived social pressure to perform or not to perform the behaviour (Ajzen, 1991). The third predictor, perceived behavioural control relates to the perceived ease or difficulty of performing the behaviour and it is assumed to consider past experience, anticipated impediments and hindrances (Ajzen, 1991).

The general rule of this theory implies that the more favourable the attitude and subjective norm towards the behaviour as well as greater perceived behavioural control, the stronger should be the individual's intention to carry out the behaviour under consideration. In accordance with the goal of this theory to explain human behaviour, this theory deals with the antecedents of attitude toward behaviour, subjective norm, and perceived behavioural control to predict human behaviours (Sheoran & Kumar, 2022). There are several past studies embed the Theory of Planned Behaviour to develop some basis for understanding the intention towards healthy eating as intention to practise a healthy dietary habit and nutritional status (normal weight) (Close et al., 2018; Jeihooni et al., 2021; Sogari et al., 2022).

Sharkawi et al. (2021) and Al Mamun et al. (2020) propose that applying this theory in analysing healthy dietary patterns is undebatable and worth to be investigated in Malaysia context. To illustrate this, they further explain that the seriousness of Malaysians' health condition urges an intense understanding of how far they perceived to practise a healthy diet in their daily life. The findings of their study conclude that Malaysian young adults are willing to substitute their eating habits with healthier ones. The respondents understand that practising healthy eating behaviours can reduce the risk of getting chronic diseases such as diabetes, cancer, and obesity. On the other hand, many people have high self-control to adhere to healthy behaviours such as choosing healthy food when dining out, control fat, sugar and salt intake and practise a balanced diet. Figure 2.2 below demonstrates the three factors namely attitude, subjective norms, perceived behavioural control that directly influence behavioural intentions which results behaviour portrayed in a given situation.

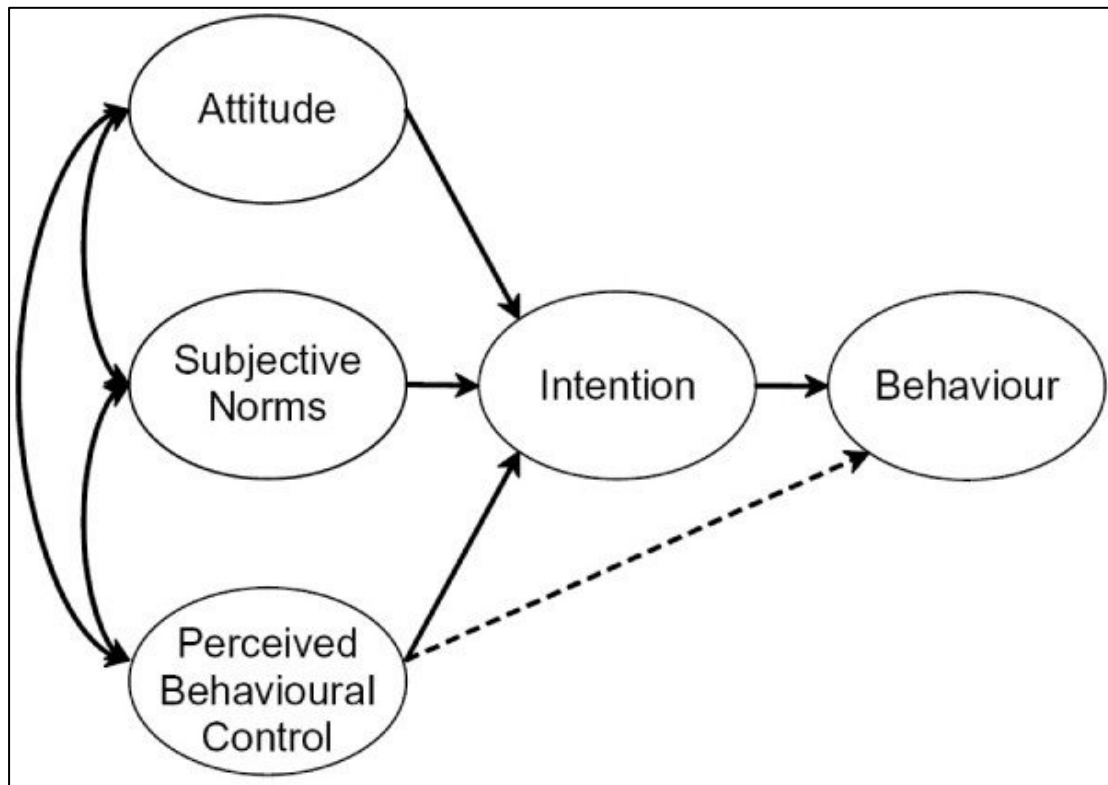


Figure 2.2 Theory of Planned Behaviour (TPB)

Referring to the figure, it highlights that the attitude has an indirect effect on a specific behaviour due to an interdependent relationship with subjective norms and perceived behavioural control. The individual's intention to perform a certain action manifested directly on the behaviour itself. This theory is proposed to fit with the context of this study because this theory claim that individual are rational human beings who process available information critically and act in accordance with their subjective perceived consequences (benefits) as well as the expectations of the people who are important to them (Ajzen, 1991).

To illustrate this, young generation grew up with information on cause-related marketing and CSR executed by the fast food restaurants so, this internalised as their beliefs, and it influences how they evaluate the fast food restaurants and its products. A young generation with CSR belief about different CSR sub-dimensions namely economic, legal, ethical and philanthropic affect their perception towards healthy and quality products (Chang et al., 2020). Young generation often ask opinions from family and friend and wish to conform with their peers and current trends. With the opinion given from the important people to them together with their personal evaluation of the positive effects of buying healthy and quality food from the fast food, this promotes

healthy eating behaviour and reduce the risk of getting obesity. It is apparent that young Malaysians has a positive attitude towards organizations practising CSR activities.

The use of the Theory of Planned Behavior (TPB) is well suited for this study because it helps explain how young people move from what they think about fast food companies' CSR activities to how they actually intend to behave, especially in relation to healthy eating. In this study, Carroll's CSR dimensions (economic, legal, ethical, and philanthropic) are treated as the key influence that shapes how youths view the responsibility of fast food companies in promoting healthier food choices. TPB is useful here because it does not assume behaviour changes directly from CSR exposure, but instead explains the thinking process that happens in between.

In simple terms, when young people aware fast food companies engaging in CSR such as offering healthier menu options, improving nutritional information, or acting more responsibly, this can shape their attitudes towards healthy eating in a more positive way. It can also influence what they feel is "normal" or expected, which relates to subjective norms, especially when CSR messages suggest that healthier choices are becoming more socially encouraged. At the same time, if CSR efforts make healthier food more available or easier to choose, this can increase perceived behavioural control, meaning they feel more capable of actually eating healthier.

Nevertheless, TPB alone may not fully capture real life eating behaviour because food choices among youth are often not only rational, but also influenced by habits, emotions, peer pressure, and marketing. Hence, adding religiosity and eating lifestyle as moderating variables makes the framework stronger. Religiosity can shape personal values and self-discipline, which may influence how seriously youths take ethical CSR messages and healthy eating. Eating lifestyle reflects everyday habits and preferences, which can either support or weaken the impact of CSR perceptions on behaviour. Overall, TPB fits this study well because it helps explain the step by step process from CSR perception to healthy eating intention, while the added moderating variables make the model more realistic by recognising that young people's food choices are also shaped by personal values and daily lifestyle patterns.

2.8 Conceptual Framework

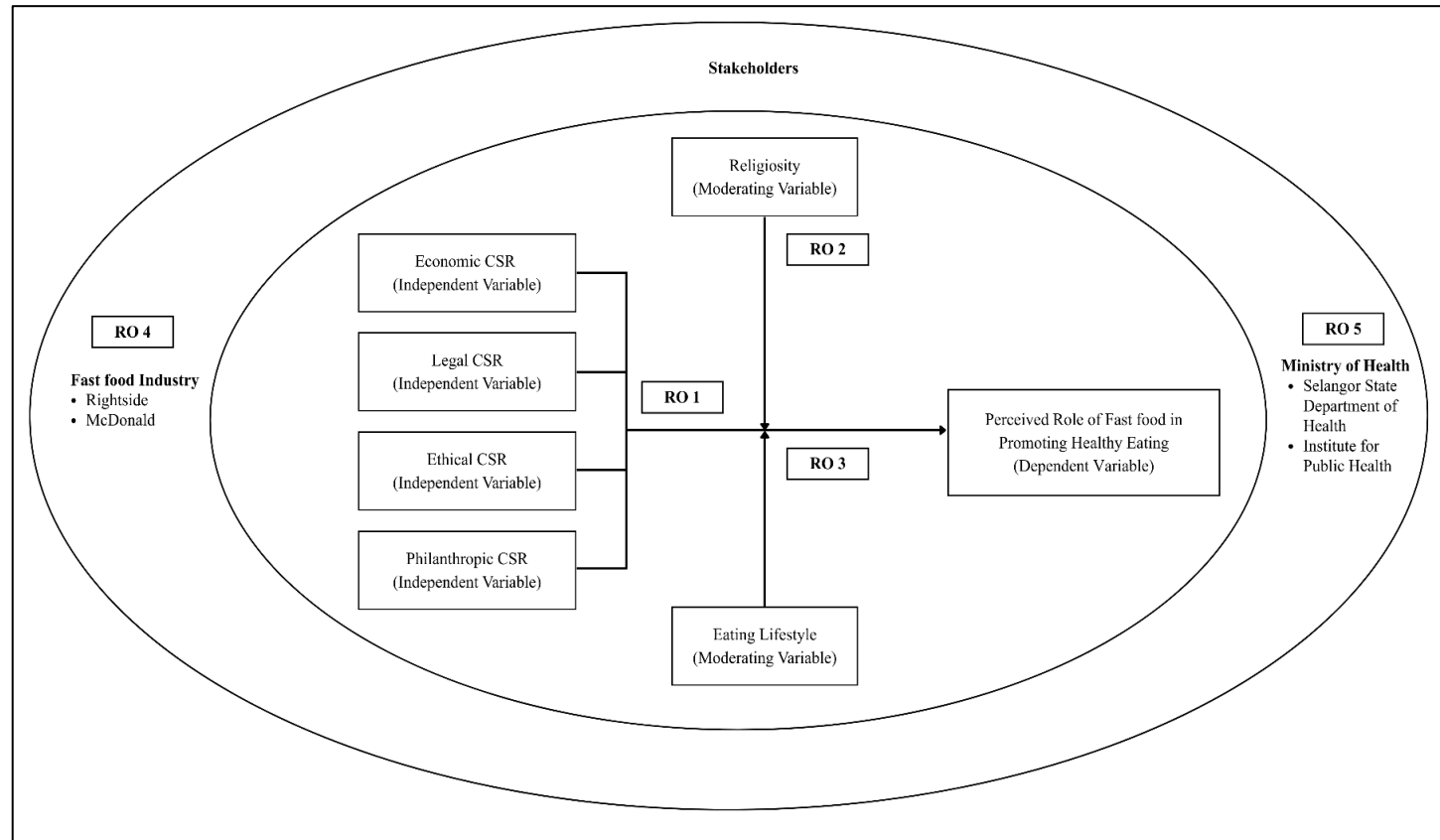


Figure 2.3 Conceptual Framework

This study investigates the implementation fast food industry CSR practices (i.e., economic, legal, ethical, and philanthropic) and perceived role of fast food industry's CSR in promoting healthy eating. Hence, this study employs a mixed-method approach, whereby the data collection begins with quantitative and validated with the qualitative. In terms of quantitative approach, the conceptual framework comprises of one dependent variable, the perceived role of fast food industry's CSR in promoting healthy eating, there are four independent variables (economic, legal, ethical, and philanthropic) CSR dimensions and two moderating variables which are religiosity and eating lifestyle. In the context of explaining the relationship between the four CSR dimensions towards perception of youth towards fast food industry's CSR practices and examining the moderating effect of religiosity and eating lifestyle towards this relationship, the most appropriate theory to apply is Theory of Planned Behaviour (TPB).

According to Al Mamun et al. (2020) and Sharkawi et al. (2021), the seriousness of Malaysians' health condition demands an intense understanding of young generation's perception and behaviour towards practising healthy dietary pattern. This theory is relevant to be applied in this study because the fast foods' CSR practices aim to promote a healthy eating to the consumer and eventually reduce the risk of getting obese. This is shaped by attitude, subjective norms and perceived behavioural control. A young generation with CSR belief on CSR sub-dimensions namely economic, legal, ethical and philanthropic influence their perception towards healthy and quality products (Chang et al., 2020). Also, the young generation upholds the religious beliefs on practising a healthy dietary behaviour because every religion recommends its adherents to take better care their bodies. However, the current eating lifestyle of young generation, which they are more preferring to eat fast food because of their busy schedule as fast food restaurants offer speedy service and tasty food. The TPB has been proved to be a helpful theory for many health-related behaviours and contribute greatly to the prevention and treatment of overweight and obesity (Mazloomi-Mahmoodabad et al., 2017).

Next, while this study aims to gather the perspectives of key stakeholders to encourage the youths eat healthily, qualitative approach is employed by interviewing the key persons from the fast food restaurants, Selangor State Health Department, and Institute for Public Health. The applicability of Stakeholder Theory is beneficial for this study because this theory highlights the responsibilities of an organization towards its

stakeholder and stakeholder's responsibilities towards the organization (Dmytriiev et al., 2021). Dmytriiev et al. (2021) further suggests that this theory serves as the guidance for the organization to respond with social issues by implying CSR activities as part of core business activities.

2.9 Hypotheses

Once reviewing the literature, it assists in the formulation of hypotheses and propositions that are embedded for the initial indications for the results of this study. The hypotheses and proposition testing serve as the guideline either the findings demonstrate in this study gives the similar results or it might be different due to certain circumstances.

Most consumers acknowledge that the fast food restaurants demonstrate an aggressive food marketing to consumers in order to increase sales and profit. However, the fast food restaurants begin to adopt radical changes to their promotional strategies and go beyond minimum self-regulations to show their concern about obesity and more committed to fight this problem. To illustrate this, they choose to remove the advertising of poor-nutritional products and introducing 'better-for-you' food that are low calories, sodium and sugar to the consumers (Dumitrescu et al., 2018). Findings from Dumitrescu et al. (2018) postulate that economic CSR such as promotional of healthy food has influence to address the obesity issue.

A prior study from Abdul Latiff and Ayob (2014) reveal that food labels have significant relationship with consumer purchasing behaviour because they perceive that food labels are valuable for consumers to make healthy choices. This is because they can compare the nutritional values, prevent high amount of fat, sugar, and cholesterol in the food product and plump for food that rich with vitamins, fibre, and protein. Additionally, Dumitrescu et al. (2018) mention that fast food restaurants committed to support the public and private initiatives that gives nutrition education to support the fight against obesity. Kang and Namkung (2018) and Kim et al., (2020) found that economic, legal, ethical, and philanthropic dimensions of CSR significantly influenced the perception of the consumers towards the fast food. Therefore, based on these past literatures of four CSR dimensions by Carroll (2016), this study proposes the following hypotheses. CSR practices positively influence the consumer attitude to make healthier choices.

- H_{1a} = There is a relationship between economic CSR dimensions and perceived role of fast food industry's CSR in promoting healthy eating
- H_{1b} = There is a relationship between legal CSR dimensions and perceived role of fast food industry's CSR in promoting healthy eating
- H_{1c} = There is a relationship between ethical CSR dimensions and perceived role of fast food industry's CSR in promoting healthy eating
- H_{1d} = There is a relationship between philanthropic CSR dimensions and perceived role of fast food industry's CSR in promoting healthy eating

Companies that embrace religiosity in their organisational philosophy are expected to execute CSR practices that are more ethically oriented (Harun et al., 2020). Past literatures confirm that religiosity has influence to shape health-related lifestyles because religion supports pro-health behaviours such as practising a proper diet (Bauer et al., 2020; Enríquez et al., 2019; Majda et al., 2022). It is worth to investigate how religiosity shapes the young generation's lifestyle through promoting healthy lifestyle to reduce the burden of overweight and obesity. In contrast, a quantitative study performed by Yeary et al. (2017) elucidate to some extent how religiosity is associated with high body weight. The study concludes that religiosity can influence weight because religious gatherings may promote greater food consumption and it leads to higher body weight. The finding validate by a study executed by Bentley-Edwards et al. (2020).

Religiosity demonstrate positive influence on lifestyle through healthy dietary patterns and towards people's health (Abu et al., 2018; Ansari et al., 2017; Saintila et al., 2022; Tan et al., 2016). Likewise, a higher level of religiosity has a significant relationship with a lower risk of cardiovascular disease and obesity. On the other hand, past researchers also examining the moderating role of religiosity, highlighting its importance in determining health and lifestyles outcomes. This is based on the fact that most religions uphold the importance of taking care our bodies through adopting healthy behaviours such as practising a balanced and equilibrated diet. Likewise, it associates with ensuring a higher intake of fruits, vegetables, reduce saturated fats intake and sugar-sweetened beverages. This could be a protective factor in the prevention of diet-related diseases in the future and favour a better quality of life. Based on these past literatures, this study posits the following hypotheses.

- H_{2a} = Religiosity moderates the relationship between economic CSR dimensions and perceived role of fast food industry's CSR in promoting healthy eating

- H_{2b} = Religiosity moderates the relationship between legal CSR dimensions and perceived role of fast food industry's CSR in promoting healthy eating
- H_{2c} = Religiosity moderates the relationship between ethical CSR dimensions and perceived role of fast food industry's CSR in promoting healthy eating
- H_{2d} = Religiosity moderates the relationship between philanthropic CSR dimensions and perceived role of fast food industry's CSR in promoting healthy eating

Eating a balanced diet and practising healthy dietary habits stimulate a healthy body, optimal growth, and intellectual development. Presently, eating at fast food restaurants seems to be part of the lifestyles of the young generation because fast food is affordable, easy to eat and saves time (Abdul Malek et al., 2022; Lun et al., 2021). Several studies postulate that young generation choosing fast food due to busy lifestyle, comfortable dining environment, convenient, variety of menus and affordable price (Bilbâie et al., 2021; Rajini et al., 2021; Li et al., 2020; Beal et al., 2019; Zhao et al., 2017; Chong et al., 2016; Mat et al., 2016).

Nevertheless, the fast food is dangerous to health due to the high number of calories, fat, salt, and sugar. Considering the societal, health and economic impacts of the present food system, the fast food restaurants must take the responsibility on the young generation healthy by encouraging the promotion of healthy food products they are selling rather than promoting unhealthy products. Additionally, Folkvord et al. (2020) demonstrate that attention should be given to the young generation in combating the obesity epidemic. Since eating fast food is a popular lifestyle activity among young generation, fast food restaurants have the possibility to steer young generation towards the direction of healthier products. Hence, the hypotheses are developed as follows.

- H_{3a} = Eating lifestyles moderates the relationship between economic CSR dimensions and perceived role of fast food industry's CSR in promoting healthy eating
- H_{3b} = Eating lifestyles moderates the relationship between legal CSR dimensions and perceived role of fast food industry's CSR in promoting healthy eating
- H_{3c} = Eating lifestyles moderates the relationship between ethical CSR dimensions and perceived role of fast food industry's CSR in promoting healthy eating

- H_{3d} = Eating lifestyles moderates the relationship between philanthropic CSR dimensions and perceived role of fast food industry's CSR in promoting healthy eating

2.10 Propositions

A restaurant's efforts and commitment to promote healthy and sustainable eating initiatives generates many benefits for its business. Young consumers are popular customer segment as they are the current and future consumers for the fast food restaurants. Major fast food restaurants such as McDonald and Subway have launched CSR programs focusing a wide range of areas including nutrition, general well-being, children's fitness and social issues (Kim & Ramos, 2018). Likewise, Lim et al. (2017) puts forward that providing healthy menus and nutrition information assists the fast food restaurants to establish a socially responsible image because this wellbeing related CSR activities promote healthy bodies and minds among young generation. Not only that, the fast food restaurants also begin to creating a healthy eating environment through increasing the availability of healthy menu options, selling low calorie foods, reducing portion sizes and providing nutrition education on their websites (Kent et al., 2020; Yoon et al., 2020).

In Malaysia, the Ministry of Health spearhead and coordinate the implementation of the identified strategies and activities under the plan. The ministry is responsible for monitoring the implementation of all activities outlined in the plan through the National Coordinating Committee for Food and Nutrition (NCCFN). To respond with the mushrooming of fast food restaurants in Malaysia, an initiative has been implemented by the Ministry of Health Malaysia and the fast food restaurants to offer healthier food options to the public. The government implemented the Guideline on the Advertising and Nutrition Information Labelling of Fast Foods. This guideline states that the fast food advertisements and any sponsorship during children programmes on television are banned. Also, fast food restaurants are obliged to present nutrition information of their products (Ministry of Health, 2016a). To illustrate this, the fast food restaurants are mandatory to declare the total sugar, sodium, and main fatty acids in the food. This initiative aims to create the awareness among the population on food labelling, food safety and consumer rights.

2.11 Chapter Summary

As a conclusion for Chapter 2, this chapter extensively discussed the past literatures to critically analyse the globesity issue lingering the young generation and explain how the implementation of fast food restaurants' CSR health related practices can untangle this issue. From the analysis, this study formulates hypotheses and propositions based on the previous findings even though their studies conducted at different geographical areas or employ other methods. The proposed hypotheses and propositions are for an early prediction for the findings of this study. In addition, reviewing the literatures from the past studies assist this study to recognise the loopholes that emerged in the field of the study and as a contribution, the improvement had been made to demonstrate the uniqueness of this study. The next chapter presents the research designed before the research objectives will be tested.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Chapter Overview

The purpose of this chapter is to provide a concise discussion of the philosophical and methodological considerations underpinning this study. Hence, this chapter presents an elaboration of the research methodology applied in this study. This methodology represents the initial step that should be completed before actual data collection and main analyses to obtain results. The research methodology begins with the research design, which determines the timeframe for the study. By establishing an appropriate research design that outlines how data will be collected, the study ensures that accurate results can be obtained to fulfil the research objectives. This study employed a mixed methodology, as it involves quantitative analysis complemented by qualitative validation. This is essential to ensure that a strong explanation is obtained in each of the findings. Next, the discussion of this chapter continues with the summarisation of the appropriate number of respondents to give accurate and consistent information which is practical for addressing the rise of globesity in Malaysia. Hence, the data collection process initiates with quantitative method and followed by the qualitative method. This chapter also highlights the relevant data analysis for the quantitative analysis and qualitative analysis. The analysis was performed using SPSS for the quantitative data and in qualitative method analysis, this study used NVivo software.

3.2 Research Paradigm

A research paradigm guides a research study and it refers to underlying philosophical views about the world or the nature of the reality and how we approach it to understand it (Maxwell, 2015). It describes the assumptions about ontology and epistemology that guide the research process. Ontology is associated with the nature of truth such as what is the nature of reality, while epistemology concerned with the nature and forms of human knowledge such as how do we know what reality is (Cohen et al., 2007). A study may adopt different approaches to reveal truth or knowledge. There are several research paradigms. Choosing the appropriate paradigm for a study is crucial,

as it guides methodological decisions in data collection, data analysis, and reporting of findings

The first prevalent research paradigm is positivism, which addresses the research objective through a gathering of objectively verifiable facts by using a quantitative method (Bryman et al., 2021). Hence, a quantitative study is guided by positivism, and the study utilises quantitative tools to achieve the research objective. The second research paradigm is constructivism. It is an approach which describes how people construct their own understanding and knowledge of the world by experiencing things and reflecting those experiences. Constructivism implies that the construction of knowledge involves understanding the social phenomena and interpreting them further (Bryman et al., 2021). Therefore, the qualitative study follows this paradigm and employs tools such as interviews, focus groups and participant observation to fulfil the research objectives.

The third research paradigm is pragmatism. This paradigm utilises multiple methods, but choosing an appropriate method is always guided by the research problems. The main purpose of adopting this paradigm is to enable a study to take a pluralistic stance, gathering various types of data to address the research questions. For instance, a pragmatist employs mixed method research which embeds both qualitative and quantitative methods to address research questions in an appropriate and principled manner (Creswell, 2017). The qualitative method facilitates the study to understand the situation, conducting interviews and participant observation, whereas the quantitative method answers the research objectives by using tools like a survey (Dawadi et al., 2021).

Considering the research objectives of this study, the pragmatism paradigm was adopted. Pragmatism is particularly suitable as it enables the integration of quantitative and qualitative approaches within a single research design. In this study, the first to third research objectives, which aim to examine the relationships between fast food industry CSR practices and the perceived role of the fast food industry in promoting healthy eating among youth, as well as the moderating effects of religiosity and eating lifestyle, require a quantitative method to test hypotheses and explore the significance of the relationships.

Meanwhile, the fourth and fifth research objectives, which focus on investigating the CSR activities implemented by the fast food industry and assessing the influence of government legal and policy frameworks on these CSR practices,

require a qualitative method to gather deeper insights into how these CSR practices are implemented in practice and how regulatory frameworks shape them. The quantitative analysis alone cannot fully explain why these relationships exist or how CSR practices operate in real-world fast food industry settings to promote healthy eating. Hence, qualitative inquiry is vital to explain, elaborate and provide a comprehensive understanding of how CSR initiatives are executed in practice, offering contextual insights that support and enrich the quantitative findings. The next section presents the research design of the specific direction for the procedures involved in this research.

3.3 Research Design

Research design refers to plans and procedures to carry out the research from broad assumptions to detailed data collection methods and data analysis. The selection of an appropriate research design depends on the nature of the research problem being addressed. There are two common research designs, which are cross-sectional and longitudinal. In a longitudinal study, data are gathered from multiple time points, providing a trend of events, people, or social relations over time. In contrast, a cross-sectional study collects data only once from participants at a single point in time (Leavy, 2017).

This study adopts a cross-sectional design, as it captures perceptions from respondents (quantitative) and informants (qualitative) within a defined timeframe and does not compare trends across different periods. Data were collected once from each group of respondents and informants using two complementary techniques: a structured questionnaire survey and semi-structured interviews. The quantitative data were obtained through the distribution of self-administered questionnaires to youth respondents. The instrument was developed based on Carroll's CSR dimensions (economic, legal, ethical, and philanthropic) and constructs measuring the perceived role of the fast food industry in promoting healthy eating among youth. In addition, the survey included constructs measuring religiosity and eating lifestyle to examine their potential moderating effects on the relationship between CSR and youth's perceptions. The survey was distributed once to each respondent, capturing their perceptions at that specific point in time. The data were subsequently analysed to examine the relationships between the CSR dimensions and youth perceptions, while also exploring the potential moderating effects of religiosity and eating lifestyle on these relationships.

Individuals who are health-conscious may believe that health-related CSR practices performed by fast food companies contribute to addressing the rise of obesity by offering healthier food options and promoting healthier lifestyles. However, the quantitative findings alone cannot explain how the fast food industry planned, implemented and evaluated its CSR activities, particularly in relation to promoting healthier food environments. Hence, the interviews with each informant from the fast food industry were conducted once to capture their opinions, attitudes, and responses in addressing the issue of obesity, as they are responsible for implementing CSR activities. In addition, the qualitative component is essential to explore the reasons behind the government's implementation of mandatory nutrition regulations for the food and beverage industry and to examine how these regulations influence the CSR practices of the fast food industry in fostering healthy eating environments. The interviews conducted with informants from relevant government agencies reflect their perspectives on the existing policy framework. The next section presents the methodological approach adopted in this study to provide a detailed description of the methods employed to address the research questions.

3.4 Methodological Approach

A mixed-method design is practical when either the quantitative or qualitative approach is insufficient to fully address a research problem (Creswell, 2017). This is because the complementary strengths of both quantitative and qualitative research allow for a more comprehensive understanding. For example, a study may wish to generalise the findings to a population and, at the same time, capture detailed insights into the meaning of a phenomenon or concept from the perspectives of individuals. In line with this rationale, the present study first examines variables quantitatively with youth respondents to capture their perspectives and then follows up qualitatively with representatives from the fast food industry and relevant government agencies to gain in-depth insights.

This approach directly aligns with the research objectives. The quantitative data address the objective of examining the relationship between Carroll's CSR dimensions (economic, legal, ethical, and philanthropic) and constructs measuring the perceived role of the fast food industry in promoting healthy eating environment, while also considering the potential moderating effects of religiosity and eating lifestyle on these relationships. Meanwhile, the qualitative data capture opinions, attitudes, and responses

from the fast food industry's representatives in addressing the issue of obesity, as they are responsible for implementing CSR activities. In addition, the qualitative component is essential to explore the reasons behind the government's implementation of mandatory nutrition regulations for the food and beverage industry and to examine how these regulations influence the CSR practices of the fast food industry in fostering healthier food environments.

3.4.1 Mixed Methodology

According to Creswell and Clark (2018), a mixed method research design generally has its own philosophical assumptions and inquiry methods. They further explain that this methodology incorporates philosophical assumptions to give directions for the data collection and data analysis from multiple sources in a single study. In addition, this research design can address complex research issues because it combines both quantitative and qualitative data (Fetters, 2016). Hence, the research issues are meaningfully explained because it answers the research questions with sufficient depth and breadth (Enosh et al., 2015). To illustrate, Dawadi et al., (2021) conclude that the quantitative approach increases the possibility of generalising findings to a broader population, as it allows data to be gathered from many respondents. Meanwhile, qualitative research provides a deeper understanding of the issues being investigated, as it brings out participants' voices (Dawadi et al., 2021). Therefore, quantitative data bring breadth to the study, while qualitative data provide depth.

The main purpose of mixing the two methods is to provide rich insights into the research phenomena that cannot be fully explained by using only quantitative or qualitative methods alone. By using the mixed methods, Poth and Munce (2020) conclude that it can integrate and synergise multiple data sources which help the study to investigate complex problems. They identify four common justifications for combining both quantitative and qualitative methods in a research study. Firstly, employing mixed method research is the expansion of the study because it can widen the inquiry with adequate depth and breadth. This is supported by Creswell and Clark (2018) who agree that collecting both closed-ended quantitative data and open-ended qualitative data assists in understanding a research problem when the study wishes to generalise findings to a population and establish a detailed view of the meaning of a phenomenon.

Second, another justification for combining two methods highlighted by Poth and Munce (2020) is the added value of combining two methods because both methods have values and in some respects, they are complementary. This is because integrating both data sets in relation to the research question results in greater certainty and broader implications in the conclusions (Maxwell, 2015; Morgan, 2014). In this case, the mixing of two methods assists to develop a more complete picture and gives opportunity for a greater assortment of complementary views which are valuable because it is not just only enrich the understanding of a phenomenon but also gives additional insights into different components of a phenomenon which might constitute to generate substantive theories.

Third, mixed method approach is helpful to overcome epistemological differences between quantitative and qualitative as it assists in developing an in-depth and thorough understanding of a research phenomenon for a study (Dawadi et al., 2021). For instance, when using a quantitative method, concepts can be operationalised through well-defined indicators, allowing for the tracing of trends and relationships, comparative analysis, and the inclusion of a larger representative sample. Meanwhile, a qualitative method offers strengths such as sensitivity to multiple meanings, logical grounding, methodological flexibility, and the ability to conduct in-depth studies of smaller samples, which helps to examine processes and change.

Fourth, employing mixed method approach assists the research to produce a meticulous conclusion because in certain case, the strengths of quantitative methods offset the qualitative methods and vice versa (Plano & Ivankova, 2016). For instance, some research questions are best answered by qualitative methods, while others are more suitably addressed by quantitative methods. Therefore, by mixing the two methods, the study combines the strengths of both while simultaneously compensating for the weaknesses of each. According to Plano Clark and Ivankova (2016), the combination of these two methods enables the study to benefit from its strengths, overcome its weaknesses, and reach a rigorous conclusion. In conclusion, researchers conduct a mixed method research design when they have both quantitative and qualitative data to give a more comprehensive understanding of a research phenomenon.

There are several common types of mixed methods which are convergent parallel design, explanatory sequential design, exploratory sequential design, embedded design, transformative mixed methods design, and multi-phase mixed design. This study employs the explanatory sequential design. The data collection process began

with the quantitative method. After the data had been analysed, the second phase, qualitative phase was conducted for further exploration of the quantitative results by purposely selecting the appropriate informants for the interview. This design strengthens the study by providing generalisable evidence of the relationships, while qualitative findings contextualise these patterns through insights into operational CSR strategies and the regulatory mechanisms shaping these practices. This integration provides a clearer and more comprehensive understanding of how CSR can guide the fast food industry to contribute meaningfully to healthier food choices. Figure 3.1 summarises the explanatory sequential design process by Creswell (2017).

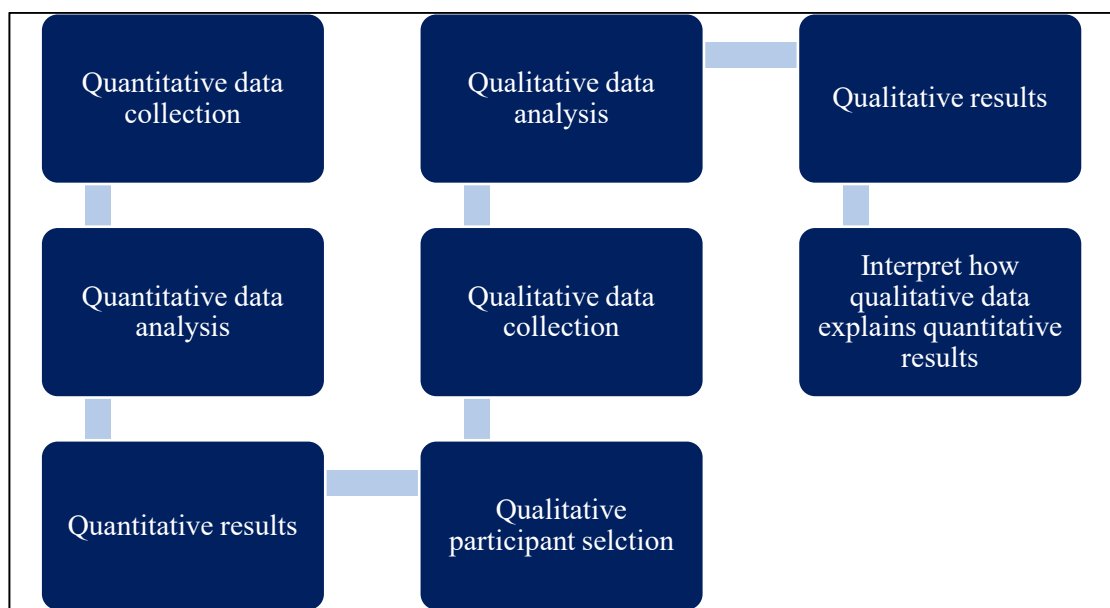


Figure 3.1 Process of Explanatory Sequential Mixed Method Design
(Source: Creswell, 2017)

Since this study employed an explanatory sequential design, the quantitative phase was conducted first to examine the relationships between Carroll's CSR dimensions (economic, legal, ethical, and philanthropic) and youths' perceptions of the fast food industry's role in promoting a healthy food environment. A total of 684 young respondents completed a self-administered questionnaire, which also included measures of religiosity and eating lifestyle to assess their potential moderating effects. Gathering quantitative data at a single point in time is consistent with the cross-sectional design, providing a snapshot of participants' perceptions and allowing for the interpretation of statistical relationships among the variables within the target population.

Hence, the quantitative data were analysed to determine which CSR dimensions significantly influenced youth perceptions and how religiosity and eating lifestyle moderated these relationships. The results provided a guideline for the qualitative phase, highlighting significant areas that required further exploration such as the actual implementation of CSR initiatives and the influence of government regulations in shaping these practices. The qualitative phase allows the study to discover how CSR initiatives are executed in practice, why certain CSR dimensions are more influential, and how regulatory frameworks shape the food industry's commitment to adopting and implementing CSR initiatives aimed at fostering healthier eating behaviours.

In the qualitative phase, informants were purposefully selected from fast food industry representatives and relevant government agencies, such as the Ministry of Health, to ensure that they possessed strong knowledge and experience relevant to CSR implementation and regulatory compliance. Semi-structured interviews were conducted once with each informant. While quantitative data only reveal patterns of relationships, the interviews disclose how these CSR initiatives are operationalised, why certain CSR activities are emphasised, and how the industry responds to government nutritional policies. This provides a deep understanding of the mechanisms and motivations that drive CSR practices, including the balancing of economic, legal, ethical and philanthropic responsibilities in promoting healthier eating habits among youth.

In addition, regulatory frameworks play an essential role in shaping the food industry's commitment to CSR initiatives. By establishing these frameworks, the government sets clear guidelines for the food industry regarding food quality, labelling, and the promotion of healthier products. While quantitative surveys gather youth perceptions of CSR, the government interviews reveal why specific food regulations were implemented, how these nutritional policies are enforced, and their intended impact on promoting healthier eating habits among youth to address obesity. Hence, the themes emerging from the qualitative findings are essential for directly addressing the research objectives, explaining the quantitative findings in depth, and providing an evidence-based understanding of how the fast food industry and government policies collectively influence CSR efforts to promote healthier eating and help address the rise of obesity in Malaysia.

3.4.2 Quantitative Method

Leavy (2017) characterises the quantitative approach as a deductive approach to the research process, aimed at testing, supporting, and challenging existing theories. Conducting a quantitative study allows the researcher to describe phenomena numerically and is very useful for determining relationships between two or more variables (Stockemer, 2019). In addition, quantitative research is the primary tool to establish empirical relationships. Apuke (2017) refers to quantitative research as the explanation of issues or phenomena through gathering data in numerical form and performing analysis using mathematical methods, also known as statistics.

The first phase of data collection in this study employs a quantitative approach to examine the relationships between the fast food industry's CSR practices and youth perceptions of CSR's role in promoting healthier eating lifestyles, while also exploring the moderating roles of religiosity and eating lifestyle. Primary data were collected using a structured questionnaire. The survey instrument was adopted from CSR framework by Carroll encompassing economic, legal, ethical, and philanthropic responsibilities as well as established instruments in previous health behaviour studies to ensure conceptual validity of this study. The instrument was adapted to align the wording with the fast food industry context and the focus on healthier eating promotion.

Ethical approval for the study was obtained from the UiTM Research Ethics Committee, ensuring that all procedures complied with ethical standards before the data collection. A pilot study was conducted among 100 respondents to assess clarity, reliability, and internal consistency before full scale data collection. The respondents were informed about the study's objectives, voluntary participation, confidentiality, and the right to withdraw at any time. Consent was obtained prior to the survey distribution, and all data were handled securely. The survey targeted young individual consumers aged 18–40 years, as they represent a primary consumer group of the fast food industry and are thus more exposed to unhealthy dietary patterns.

Respondents were selected using random sampling method to ensure sufficient representation of the defined youth population. Data were collected across nine districts in Selangor through self-administered questionnaires, distributed both physically and via an online platform to increase reach and participation. The survey method is suitable as it enables the collection of responses from a relatively large sample, allowing accurate statistical testing of both relationships and moderating effects to answer the

first to third research questions. This design strengthens the empirical evidence examination of how CSR dimensions influence perceived roles in promoting healthier eating and whether these relationships vary according to individuals' religiosity and eating lifestyle.

3.4.3 Qualitative Method

As stated by Leavy (2017), qualitative research is generally characterised by inductive approaches to knowledge building that seek to create meaning. This approach is used to investigate, explore, and understand social phenomena, to unpack the meanings people ascribe, and to build a deep understanding of some dimension of social life. Moreover, qualitative research is also a means to explore and understand the meaning of individuals or groups ascribe to a social or human problem further explains that the qualitative research process usually involves emerging questions and procedures, data commonly collected in the participant's setting, data analysis inductively building from particulars to general themes and the researcher will make the interpretations of the data meaning.

The study employs qualitative method to seek for explanation to elucidate 'how' and 'why' a particular social phenomenon, or program, operates as it does in a particular context (Mohajan, 2018). This is because it provides a detailed understanding of human behaviour, emotions, attitudes, and experiences. On the other hand, the main paradigms within the qualitative research are positivist, interpretivist, and critical paradigms because it is utilised to investigate the people's perspectives, behaviour, feelings, and experiences what lies at the core of their lives (Mohajan, 2018). Hence, data were collected through interviews, focus group discussions, observation, and open-ended questionnaires.

This study employed qualitative method to answer the fourth and fifth research questions. Interview sessions were conducted with the representatives from fast food restaurants, Selangor State Health Department, Ministry of Health Malaysia, and Institute for Public Health. Complementing these interviews, this study also includes document analysis including fast food companies' CSR reports, Policy Options to Combat Obesity in Malaysia, National Plan of Action for Nutrition in Malaysia, National Strategic Plan for Non-Communicable Disease (2015-2025), 12th Malaysia Plan and National Health and Morbidity survey reports. The combination of primary

and secondary data ensured the richness of the qualitative data by providing an understanding of the actual implementation of CSR initiatives, as well as current policies and programmes implemented by the government to reduce obesity.

The interview protocol was developed based on the research objectives and the findings from the quantitative phase. The questions were designed to explore the implementation of CSR initiatives by the fast food industry and to understand how the regulatory framework shapes these CSR practices. The protocol was reviewed by experts during the proposal defence session, and amendments were made accordingly to ensure clarity, relevance, and comprehensiveness before data collection. To ensure the reliability and credibility of the qualitative findings, this study employed data triangulation. Through triangulation, multiple data sources were used to explore the same phenomenon, which reduces bias and provides stronger validation of findings. Hence, this study achieved triangulation through the interview data from fast food industry representatives and representatives from the Ministry of Health, together with documentary evidence such as company CSR reports and relevant media publications. The justification for this approach lies in the need to capture both first-hand insights from key stakeholders and secondary perspectives from published documents, thereby providing a more holistic understanding of CSR practices and government efforts in addressing globesity. This strategy minimised potential researcher bias strengthened the robustness of emerging themes and ensured that the conclusions were not shaped by a single viewpoint or context.

3.5 Unit/Level of Analysis

Referring to research objectives of this study as presented in Chapter 1, this study aims to analyse on how health related CSR activities can influence the youth perception towards role of fast food industry to create healthy eating promotion. Therefore, the unit of analysis of this study composed of several key stakeholders. First, the perceptions of individuals aged between 18 and 40 years, known as the young individuals, were investigated through the distribution of questionnaires. Understanding the perceptions of the young generation towards the CSR activities performed by fast food restaurants is vital, as studies conducted by Lun et al. (2021) and Parikh (2020) demonstrate that the young generation frequently visit the fast food restaurants. Furthermore, the young generation has strong purchasing power, and they are

considered as the key market segment because their lifestyle of eating out and having takeout food from fast food restaurant habits influence them to consume fast food.

Mamun et al. (2020) investigate the consumption of healthy food among Malaysian young adults choose the individuals aged between 18 and 40 years old to participate in their study. They explored the influence of health consciousness, knowledge about healthy food, attitudes toward healthy food, and subjective norms on the intention to consume healthy food among the young generation. Hence, this study proposes to choose the age group between 18 and 40 years old as the respondents for this study.

The unit of analysis for the qualitative component is organisational and institutional stakeholders (fast food companies and relevant government agencies). In this study, the key stakeholders who participated in the interviews were representatives from Rightside and McDonald's fast food companies. Additionally, the next interview sessions involve representatives from Selangor State Health Department, Ministry of Health Malaysia, and Institute for Public Health respectively. In fact, there is no specific number for the sample size in qualitative analysis, as it depends on whether the research objectives of this study are fulfilled.

3.6 Sampling Technique

3.6.1 Quantitative Method

According to the literature, sampling techniques can generally be classified as probability or non-probability methods (Awang, 2012). Probability sampling involves selecting participants in such a way that each member of the population has a known and equal chance of being included, which allows for generalisation of findings to the broader population. Non-probability sampling, in contrast, does not provide all members of the population with an equal chance of selection and is typically used when the population is hard to access or when exploratory insights are sought.

This study employed probability sampling, random sampling technique, to distribute the questionnaire among the youths. This method was chosen because the target population, youths in Selangor, are scattered across nine districts namely Klang, Petaling, Gombak, Sepang, Sabak Bernam, Hulu Langat, Kuala Selangor, Kuala Langat, and Hulu Selangor. Random sampling ensures that each individual has an equal chance of being selected. By using this approach, the study minimises selection bias,

enhances representativeness, and supports the generalisability of the findings regarding youths' perceptions of fast food industry CSR initiatives and their eating behaviours.

The population of youths in Selangor is approximately 1,840,200 individuals (IYRES, 2024). This study collected responses from 684 young individuals aged between 18 and 40 years using a random sampling technique, with the following inclusion criteria:

- Age group = Youths aged between 18–40 years old, as they represent the primary consumers of fast food products and are the focus of the study.
- Residency = Individuals residing in Selangor, across all nine districts, to ensure geographic representation of the target population.
- Willingness to participate = Individuals who voluntarily agreed to participate and provided informed consent, ensuring ethical compliance.
- Language proficiency = Participants who are able to understand and respond to the survey in English and Malay, to ensure comprehension and accuracy of responses.

3.6.2 Qualitative Method

The second phase of data collection was conducted using a qualitative approach, involving interviews with representatives from fast food restaurants and relevant agencies under the Ministry of Health. A purposive sampling strategy was adopted based on the assumption that specific individuals possess valuable insights and experiences relevant to the research questions and therefore should be included in the sample (Robinson et al., 2020). The selection of key informants was guided by their level of expertise, experience, and knowledge, as well as their relevance to the objectives of this study. The study posits that perspectives from these stakeholders are essential in explaining and enriching the quantitative findings obtained from the youth respondents, as they play a significant role in addressing obesity issues in Malaysia.

The qualitative sampling approach is justified on several grounds. First, stakeholder selection was guided by the principle of information power: informants were selected for their direct involvement in planning, implementing, or regulating CSR initiatives related to healthy eating. Second, sample sufficiency was determined iteratively, continuing interviews until data saturation was achieved, defined as the point

at which additional interviews no longer yielded new themes or insights. Third, the qualitative data are intended to be explanatory, providing contextual understanding and insight into mechanisms underlying quantitative findings, rather than merely validating survey results.

Interviews were conducted over 45 - 60 minutes per session through either face-to-face and online platform, depending on informants' availability and convenience. The inclusion criteria for fast food industry informants were as follows:

- Current employment = Must be currently employed in a fast food restaurant with direct involvement in CSR planning, implementation, or marketing initiatives.
- Role relevance = Must hold a position that provides knowledge of organisational policies, CSR activities, or customer engagement strategies.
- Willingness to participate = Must voluntarily agree to participate in an in-depth interview and provide informed consent.
- Experience duration = Preferably employed for at least 1–2 years in the organisation to ensure familiarity with CSR programs.

Meanwhile, the inclusion criteria for government agency informants were as follows:

- Current employment = Must be currently employed in a relevant department or agency under the Ministry of Health Malaysia.
- Role relevance = Must have responsibilities related to policy development, public health programs, nutrition, or regulation of the food industry.
- Willingness to participate = Must voluntarily agree to participate in an in-depth interview and provide informed consent.
- Experience duration = Preferably employed for at least 1–2 years in the agency to ensure knowledge of relevant programs, policies, and regulatory mechanisms.

By applying these criteria and methods, the study ensured that qualitative data captured diverse perspectives from key stakeholders, providing a holistic and robust understanding of CSR practices, regulatory influences, and their potential role in promoting healthier eating among youths. All interviews followed a semi-structured protocol, developed based on the study objectives, literature on CSR and public health, and findings from the quantitative phase. The protocol was reviewed by two experts

during the proposal defence to ensure clarity, relevance, and validity of the questions. Minor revisions were made based on feedback to optimise comprehension and alignment with research aims.

3.7 Sample Size

The selection of sample size in a particular study is essential to draw correct conclusions. This research focuses on the youth population in Selangor, which has the highest youth population in Malaysia, estimated at approximately 1,840,200 individuals (IYRES, 2024). This sample size is considered sufficient for statistical analysis because it exceeds the minimum sample size recommended for large populations. According to Krejcie and Morgan (1970), for a population of more than 1 million, the recommended sample size is approximately 384 respondents. Hence, the 684 responses obtained in this study are more than adequate to represent the target population and to support reliable data analysis. The adequacy of this sample size is further supported by prior empirical research, Adeosun and Roets (2022) where a sample size of 384 young people was drawn from the overall population using Krejcie and Morgan's table to examine the perception of young people towards practising healthy lifestyle.

Selangor is demographically distinctive compared to other Malaysian states, characterised by a large, youthful population, high urban concentration, and diverse socioeconomic composition, compared to other Malaysian states (Department of Statistics Malaysia, 2023). Selangor is a key state in Malaysia, serving as a major contributor to the national economy, with a GDP value of RM432.1 billion in 2024 (Department of Statistics Malaysia, 2025a). The state's economy predominantly driven by the services sector, particularly the wholesale and retail trade, food and beverage, and accommodation subsectors. Since 69 percent of its population are young and aged below 40 years old, providing access to a significant number of young adults (Smart Selangor Delivery Unit, 2025), making Selangor a strategically relevant setting to examine youth perception towards CSR initiatives of the fast food industry.

In response to emerging public health challenges, the government implemented the *Saring Selangor* programme in 2022 to promote regular health screenings to enable early detection of diseases, including non-communicable diseases (NCDs) (Selangor State Legislative Assembly, 2023). Findings from this programme revealed that among the 15,222 individuals who participated, 11,675 required further follow-up, indicating

that a substantial proportion of the population is at health risk and highlighting the growing burden of NCDs in Selangor. These outcomes provide empirical evidence of the urgency for preventive interventions and research focusing on the promotion of healthy dietary lifestyles in Selangor.

To address the first to third research objectives, this study focuses on the individuals aged 18 – 40 years, as this life stage is critical for shaping and modifying dietary behaviours and lifestyle practices. National data supports the relevance of this age group. The findings of NHMS 2023 reported notable obesity prevalence among young adults: 10.1% among 18 – 29 years old and 13.2% among 30 – 39 years (Institute for Public Health, 2023). The significant prevalence in the young population highlights that unhealthy weight gain starts earlier in life. Interventions during this stage are therefore more likely to be effective in modifying their eating and lifestyle habits. Targeting younger adults for early health promotion and preventive measures significantly reduces the risk of becoming obese in the future (Mazurek-Kusiak et al., 2021).

Furthermore, this age group consistent with study on exploring healthy eating behaviours of young adults conducted by Al Mamun et al. (2020), where this age range was identified appropriate representation of young adults whose dietary behaviours and food-related decisions are actively influenced by lifestyle, environmental and behavioural determinants. Additionally, given that routine health screening under health programmes in Malaysia is generally initiated at the age of 40 years (Malaysiakini, 2022), this underscores the importance of targeting individuals aged 18–40 years as this research represents a critical period for early intervention before routine health screening and disease development begin.

For qualitative design, Sarfo et al. (2021) argue that sample size concerns for qualitative design should not only rely on data saturation or a rule of thumb but should also be considered in relation to the research objectives, sampling technique, and research participants. There are various opinions among scholars regarding the rules of thumb for choosing a sample size in qualitative research. Likewise, some scholars suggest that 3–10 informants are adequate for interviews (Kuzel, 1992), while others propose that 6–8 informants are sufficient when the group is homogeneous. Boddy (2016) argues that one informant may be enough in an interpretivist study exploring a deeper understanding of phenomena, and that one informant per group can be sufficient for a wider population with diverse groups.

In this study, a total of four informants were interviewed for the qualitative phase to address the fourth to fifth research objectives. Two informants represented the fast food industry, comprising one representative from Rightside and one from McDonald's. Additionally, two informants were drawn from government agencies under the Ministry of Health, representing the Selangor State Health Department and the Institute for Public Health. Consistent with the explanatory research design, the qualitative data collection was executed to explain and interpret the quantitative findings, particularly examining the youth perceptions towards the CSR initiatives by the fast food industry to encourage healthy eating.

The representatives from the fast food industry were purposively selected because they are directly involved in the design and implementation of health-oriented CSR initiatives including menu reformulation, nutritional information disclosure, and adherence to food regulations and standards. Their insights are essential to clarify how these CSR initiatives implemented in practice, thereby enabling a deeper understanding whether these initiatives influence the youth perception and dietary behaviours. McDonald's fast food was selected because it is one of the most well-known and widely consumed fast food brands among the youth in Malaysia (Demirović-Bajrami et al., 2020), making it highly relevant, as it has the capacity to influence the young consumers' dietary choices and can serve as a benchmark for other fast food operators to begin promoting healthier food options. Additionally, the Rightside was chosen as it is one of the fast food companies in Malaysia that has integrated healthier menu options and health-oriented practices into its CSR initiatives, making it a relevant case for examining how early adoption of health-focused CSR can influence youth dietary perceptions and choices.

Meanwhile, the representatives from the Ministry of Health agencies were included to provide an institutional and regulatory perspective on dietary guidelines, obesity prevention, and the regulation of fast food operations. Their insights were critical in explaining the quantitative findings, particularly how regulatory frameworks, policy interventions, and public health initiatives shape the practices of the fast food industry and influence youth dietary behaviours. Furthermore, the CSR dimension also encompasses legal responsibilities, requiring companies to comply with laws and regulations that govern their operations, including health, safety, and food standards.

The sample size of this study is considered sufficient, as data saturation was achieved through interviews with key stakeholders. Data saturation was indicated when

additional interviews no longer generated new themes, and the information collected became rich, consistent, and recurring. These emergent themes comprehensively addressed the fourth and fifth research objectives, providing in-depth insights into the implementation of CSR initiatives by the fast food industry, the regulatory mechanisms shaping these initiatives, and the perspectives of government agencies in promoting healthier eating among youths. By reaching saturation, the study ensures that the qualitative findings are credible, robust, and reflective of the broader stakeholder context, thereby strengthening the explanatory approach applied in this research.

3.8 Measurement/Instrumentation

3.8.1 Quantitative Data Collection

The questionnaire used in this study was adopted and adapted from Carroll's CSR model, which comprises four key dimensions: economic, legal, ethical, and philanthropic responsibilities. The measurement items were adapted from previously validated scales in CSR and health behaviour research to ensure conceptual validity and consistency with existing literature. The selection of items was guided by their relevance to the research objectives, particularly in capturing youths' perceptions of CSR initiatives undertaken by the fast food industry. To ensure contextual suitability, the items were carefully modified to reflect the Malaysian setting, including rewording statements and incorporating culturally relevant examples such as healthier menu options and nutrition-related initiatives, without altering their original meaning.

All items were measured using a 5-point Likert scale, ranging from 1 = "Strongly Disagree" to 5 = "Strongly Agree." This scale was selected as it is widely used in social science research and is appropriate for measuring attitudes and perceptions, while also being simple and manageable for younger respondents, thereby reducing response fatigue. The questionnaire was structured around key constructs, namely the CSR dimensions (economic, legal, ethical, and philanthropic responsibilities) as independent variables, and the perceived role of the fast food industry in promoting healthy eating as the dependent variable. In addition, individual factors such as religiosity and eating lifestyle were included as moderating variables to examine their influence on the relationship between CSR and youth perceptions.

In developing the questionnaire, careful attention was given to item clarity and wording. All items were constructed using simple, neutral language to ensure ease of

understanding among respondents. Negative wording was avoided to minimise confusion, while each item was designed to measure a single concept to prevent double-barrelled questions. This approach enhances the reliability of responses and ensures that each item accurately captures the intended construct. The questionnaire was prepared in both English and Bahasa Malaysia to ensure better comprehension among youth respondents and to minimise potential language barriers, given the diverse linguistic backgrounds of the participants. This approach helps to improve the clarity, accuracy, and reliability of responses.

In terms of content validity, the instrument was reviewed during the proposal defence session, where expert panels evaluated the questionnaire and provided feedback for improvement. The instrument was subsequently refined to enhance clarity, relevance, and alignment with the study objectives. In addition, the questionnaire received ethical approval from the UiTM Research Ethics Committee prior to data collection, ensuring that all research procedures complied with established ethical standards. To further establish construct validity, an Exploratory Factor Analysis (EFA) was conducted using pilot study data to examine the underlying factor structure and ensure that the items adequately represent the intended CSR dimensions. A summary of the measurement development and validation process is presented in Table 3.1.

Table 3.1
Measurements for Quantitative Data Collection

Variable	Items	Sources
Perceived Role of Fast food Industry's CSR in Promoting Healthy Eating	1) I am sure the healthy eating initiatives performed by the fast food restaurants are helpful to untangle the obesity issue. 2) I am sure the healthy eating initiatives introduced by the fast food restaurants encourage me to choose a healthier option. 3) I am interested to buy healthier food choices at fast food restaurants. 4) I am interested to know healthier food offered by the fast food restaurants. 5) I am sure that the fast food restaurants have the possibility to steer young generation towards the direction of healthier products. 6) I know the healthy food choices offered by the fast food restaurants prevent me from being obese.	(Ha et al., 2022; Kim & Ramos, 2018; Martinez-Sala et al., 2021; Yoon et al., 2020)

Variable	Items	Sources
Economic	1) I believe that the price of healthier food choices at fast food restaurants is reasonable. 2) I believe that the healthier fast food choices should be better value for money. 3) I believe that the fast food restaurant should continuously create economic value. 4) I believe that the CSR activities done by fast food restaurants boost up its sales. 5) I know the fast food restaurant offers good value for money meals to the customers. 6) I believe the fast food restaurants consider changing their current marketing practices to focus on quality or healthy food.	(Dumitrescu et al., 2018; Gopaul, 2015; Kim & Kim, 2022; Mahmood & Bashir, 2020; Rastini & Nurcaya, 2019)
Legal	1) I am sure the fast food restaurants prepare the food by following the food regulations standard. 2) I am aware about the ingredients content in each fast food products. 3) I perceive that the fast food restaurants should display the nutritional information. 4) I believe that reading nutritional information influences me to consume healthy food offered by fast food restaurants. 5) I prefer buying products from fast food restaurant that comply with legal obligations for products safety. 6) I prefer buying products from fast food restaurant that gives true product labelling information.	(Folkvord et al., 2020; Jefrydin et al., 2019; Shamsudin, Nayan, et al., 2020; Xiao et al., 2019)
Ethical	1) I am confident that the fast food restaurant is considering the customer's health. 2) I am confident that fast food restaurant has a sense of responsibility to customer's health. 3) I believe that fast food restaurant acts responsibility to untangle obesity epidemic. 4) I think the fast food restaurants should increase the availability of healthier food choices. 5) I think the fast food restaurants should begin to sell low calorie food. 6) I am sure the fast food restaurants embed an ethical business conduct.	(Javed et al., 2021; Mahmood & Bashir, 2020; Tong et al., 2019; Yoon et al., 2020)
Philanthropic	1) I think the fast food restaurants should actively engage in nutrition education by providing information on their websites.	(Arslan et al., 2022; Iwannanda et al., 2017;

Variable	Items	Sources
	2) I often see the fast food restaurant is actively involved with the local community.	Javed et al., 2021; Kent et al., 2020; Lim et al., 2017)
	3) I know that the fast food restaurant plays positive role in the society.	
	4) I know that the fast food restaurant makes significant contributions to the society.	
	5) I believe that the fast food restaurant involves with volunteerism activities within the society.	
	6) I am sure that he fast food restaurant engages actively in charitable activities.	
Religiosity	1) I believe that my religiosity influences me to have a nutritional lifestyle.	(Ansari et al., 2017; Majda et al., 2022; Navarro-Prado et al., 2018; Pfeiffer et al., 2018; Wan Ariffin et al., 2021; Zhang, 2018)
	2) I know that religiosity is likely to be related with good health.	
	3) I am sure that religiosity would reduce the incidence of obesity.	
	4) I believe that religiosity should be included in health promotion strategies.	
	5) I am confident that religiosity influence me to have optimal health and wellbeing through monitoring the dietary practices.	
	6) I am confident that religiosity influences the adherents' dietary behaviours.	
Eating Lifestyle	1) I believe that I can save more time when buying fast food.	(Altamimi et al., 2022; Liew et al., 2021; Lun et al., 2021; Mohd Hatta et al., 2022; Wan Zakaria et al., 2021)
	2) I perceive that access to fast food restaurants is easier for me.	
	3) I believe that most fast food restaurants provide food delivery services.	
	4) I know that fast food restaurants menus are simple.	
	5) I think that fast food preparation is fast and easy.	
	6) I am interested to buy fast food because the promotion attracts me to buy it.	

3.8.2 Qualitative Data Collection

For the qualitative phase, a semi-structured interview protocol was developed to explore how CSR initiatives are implemented by fast food restaurants, as well as the role of regulatory mechanisms and stakeholders' perspectives in promoting healthier eating. The protocol was guided by the quantitative findings and supported by existing

literature on CSR and public health policy to ensure that the questions were relevant and aligned with the study objectives. The interviews focused on key areas such as current CSR practices, their perceived effectiveness, and the influence of government regulations. Informants were purposively selected based on their experience and ability to provide meaningful insights, including representatives from fast food restaurants involved in CSR initiatives and officials from the Ministry of Health Malaysia who oversee relevant policies and programmes.

Although the interview protocol was relatively concise, it was intentionally designed to allow flexibility during the interviews. Instead of relying on many fixed questions, the protocol focused on key themes, giving informants the space to share their views and experiences more openly. Probing questions were used where necessary to explore important points in greater depth and to clarify responses. This approach is consistent with qualitative research, where the goal is to gain rich and detailed insights rather than collect brief answers to a large number of questions, especially when engaging with expert informants.

Overall, this qualitative approach complements the quantitative findings by providing deeper explanations of how CSR is practised in the fast food industry. It helps to identify which CSR activities are most commonly implemented, why certain initiatives are considered effective, and how government regulations influence these practices. In addressing the fourth research objective, the interview protocol covered areas such as the informants' roles, their views on obesity issues among youth, the role of the fast food industry in responding to these issues, and the CSR initiatives implemented to encourage healthier eating. Table 3.2 summarises the interview protocol that was developed for qualitative data collection.

Table 3.2
Measurements for Qualitative Data Collection

Research Objectives	Pertinent Interview Questions
1) To investigate the CSR activities performed by the fast food industry to encourage healthy eating practices among youth.	▪ Introduction and describe the role in the organization ▪ Perception about the obesity issue lingering the youth ▪ Role played by the fast food industry to respond with this obesity issue ▪ CSR activities performed by the fast food company to encourage the consumers eat healthily

	▪ Recommendations for the youth to make healthier food choices when they come and visit the fast food restaurants
2) To assess the influence of government legal and policy frameworks on the CSR practices of the fast food industry.	▪ Introduction and describe the role in the organization ▪ Measures taken to ensure the fast food restaurants provide nutritious, safe, and healthy meal ▪ How government administers the fast food industries to ensure food safety and quality control ▪ Recommendations for fast food restaurants' operators to encourage the young generation to choose a healthier food choice during their visit to the fast food restaurant

3.9 Data Analysis

There are many software programs used to perform quantitative and qualitative data analysis, including STATA, SPSS, SAS, NVivo, Quirkos, and MAXQDA. The most appropriate software programs for data analysis of this study are Statistical Package for Social Sciences (SPSS) software for quantitative analysis and Nvivo software for qualitative analysis to analyse the data collected from the young generation and fast food restaurants' representatives.

3.9.1 Quantitative Analysis

There are several data analysis methods that can be used to analyse the quantitative data. Since quantitative data analysis involves analysing numbers, it relies on statistics. Statistical analysis produces meaningful results to answer the research questions by calculating frequencies of variables and differences between them. The data are used as evidence to either support or reject hypotheses that have been formulated in the second chapter. The next subsection summarises the explanation of each quantitative analysis employed in this study to obtain evidence for hypothesis testing result.

3.9.1.1 Descriptive Analysis

Descriptive analysis is used in this study to analyse the data and describe the characteristics of the variables employed in this study. According to Awang (2012), the

distribution of data across demographic characteristics of respondents can be examined using this analysis. The descriptive analysis produces statistical summaries which are measures of central tendency, frequency of data and measures of dispersion (Othman & Tambi, 2013). Descriptive analysis was applied in this study to check for missing values in the data, examine whether the minimum and maximum values were within the expected range of the questionnaires, analyse frequencies to obtain percentages and cumulative percentages for demographic characteristics such as gender, age group, educational background, monthly income, current area of residence, frequency of visiting fast food restaurants, and preferred fast food restaurants.

3.9.1.2 Test of Normality

Testing for normality is essential to determine whether parametric or non-parametric tests should be used in this study. To illustrate, parametric statistics are used when the data are normally distributed while non-parametric tests do not assume such distributions (Orcan, 2020). Orcan (2020) further asserts that normality can be tested in variety of ways such as by performing Kolmogorov-Smirnov (KS) test, Shapiro-Wilk (SW) test, checking skewness and kurtosis values and using graphical methods such as histogram, boxplot, or probability-probability (P-P) plots. Field (2018) demonstrates that data are normally distributed when the significance value of the K-S or S-W tests is greater than 0.05. This is because it indicates the distribution of the sample is not significantly different from a normal distribution. Likewise, Hair et al. (2010) conclude that the data are assumed normal if skewness is between $-2 + 2$ and kurtosis is between -7 to $+7$. Furthermore, normal distribution is also demonstrated when the histogram's curve shows the idealised shape, the boxplot's whiskers have the same length and the distribution is symmetrical and the values in the P-P plot fall on the diagonal of the plot (Field, 2018).

3.9.1.3 Multiple Regression Analysis

Performing regression analysis enables the study to examine the relationships between independent and dependent variables. There are four primary purposes of regression analysis which are description, estimation, prediction, and control (Ali & Younas, 2021). First, regression can elucidate the relationship between dependent and independent variables by using description (Ali & Younas, 2021). Second, regression

can estimate the value of dependent variable by using the observed values of independent variable (Ali & Younas, 2021). Third, regression is practical to predict outcomes and changes in dependent variables based on the relationships of dependent and independent variables (Ali & Younas, 2021). Lastly, regression enables in controlling the effect of one or more independent variables while exploring the relationship of one independent variable with the dependent variable (Ali & Younas, 2021). In this study, multiple regression analysis is used to examine the relationship between one or more independent (economic, legal, ethical, and philanthropic) and dependent variable (perceived role of fast food industry's CSR in promoting healthy eating) simultaneously.

Before conducting the multiple regression analysis, several key assumptions were examined to ensure that the results are valid and reliable. Linearity was assessed using scatterplots, while the independence of errors was checked through the Durbin-Watson statistic. Homoscedasticity and the normality of residuals were evaluated using residual plots and normal probability plots. In addition, multicollinearity was examined using Variance Inflation Factor (VIF) and tolerance values, whereas potential outliers were identified using Mahalanobis Distance. Overall, the results indicated that all assumptions were adequately met, allowing the regression analysis to proceed.

3.9.1.4 PROCESS

PROCESS is a useful tool developed by Andrew F. Hayes to tackle moderation and mediation (Field, 2018). The study can include the combined effect of two or more predictor variables on an outcome for a statistical model, which is known conceptually as moderation, and in statistical terms as an interaction effect. Field (2018) further defines a moderator variable as one that affects the relationship between predictor and outcome, and it could be a categorical variable. The purpose of using PROCESS Analysis in this study is to analyse whether the moderating variable (religiosity and eating lifestyle) influence the relationship between the independent variables (economic, legal, ethical, and philanthropic) and dependent variable (perceived role of fast food industry's CSR in promoting healthy eating). The model generated from the process computes the significance of the b for the predictor so the study can explore which values of the moderator the relationship between the predictor and outcome is significant (Field, 2018).

3.9.1.5 Outliers and Missing Data Handling

Before proceeding with the main analysis, the dataset was first reviewed to identify the presence of missing data. The results showed that there were no missing values in the dataset, indicating that all responses were complete and suitable for further analysis. Outliers were also reviewed to ensure that extreme values did not distort the findings. Standardised scores were examined to identify univariate outliers, while Mahalanobis distance was used to detect multivariate outliers. Each response was carefully assessed before deciding whether it should be retained or removed, based on its potential influence on the overall analysis. Overall, this data screening process helped to ensure that the dataset was clean, consistent, and suitable for further statistical analysis, thereby supporting the reliability of the findings.

3.9.2 Qualitative Analysis

Qualitative analysis was employed in this study for the qualitative data collected from representatives of fast food restaurants, the Selangor State Health Department, and the Institute for Public Health, Ministry of Health Malaysia. The purpose of using this analysis is to utilise verbal data to gain richer explanations through words, compared to numerical data alone. Before the data collection for this study commenced, it is essential to identify what data that would be recorded and the procedures for recording the data. Hence, the study planned to formulate and implement an observational protocol for recording information while observing. It was also advisable to use an interview protocol for asking questions and recording answers during the interview sessions. Creswell (2017) suggests a hierarchical approach which comprised of six steps for data analysis in qualitative research. These steps are explained in the next subsection.

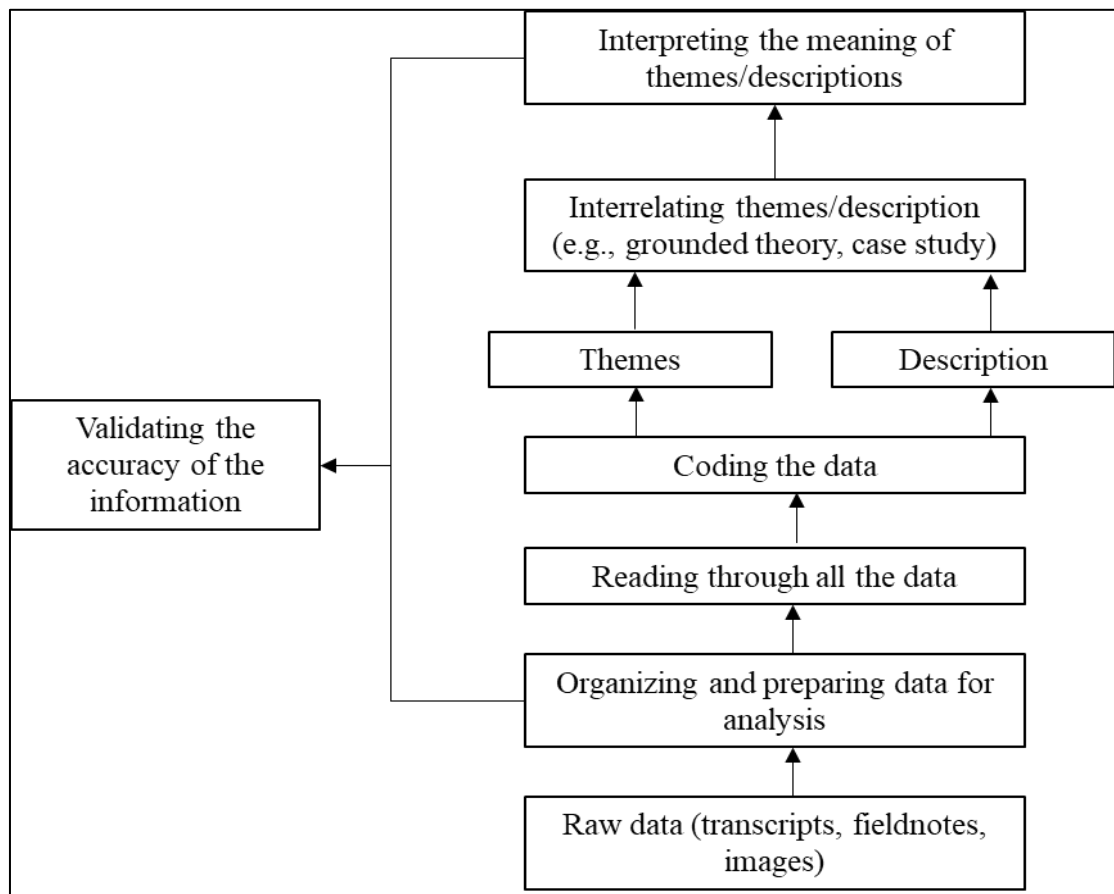


Figure 3.2 Hierarchical Approach in Data Analysis
(Creswell, 2017)

3.9.2.1 Prepare and Organize the Data for Analysis

The process of data analysis begins with transcribing interviews, optically scanning material, gathering, and sorting all of the visual material and reviewing field notes. Transcription is an essential step in data analysis within a qualitative methodology (Braun & Clarke, 2006). In this process, the raw data gathered from interviews, focus group discussions, or observations were recorded. Generally, the data for a qualitative study are notes jotted down in the field or during an interview. All the data were arranged accordingly into different types depending on the sources of information. Having proper documentation is essential to ensure proper keeping track of notes, interview tapes and documents (Creswell & Clark, 2018).

3.9.2.2 Read and Explore the Data

The next step is to read and explore all the data. This step gives a general sense of the information and ensures familiarisation with the data that were gathered interactively during field observations and interview sessions. This process motivates the researcher to read and understand the data frequently to search for meaning and pattern (Salleh et al., 2017). Familiarity with the dataset eases thematic analysis because it allows the study to identify initial patterns that will form the basis for categories. It is important to read and reread the data, as it helps in familiarisation and understanding the data inside and out. Hence, it is recommended to write down any important ideas that emerge from the data.

3.9.2.3 Understand and Code the Data

The coded data is produced from the list of ideas extracted from individual transcripts. According to Akinyode and Khan (2018), coding can be defined as the procedure of arranging and classifying textual data to form explanations and comprehensive themes emerging from the data. To illustrate, coding is a process to develop and refine interpretations of the data. In this process, the content will be labelled to link with the specific theme and idea. All major themes, ideas, concepts, interpretations, and propositions are brought together to ensure they can be easily retrieved during data analysis (Taylor et al., 2016). The aim of the coding process is to sort the transcribed information into manageable and purposeful segments with the aid of a coding framework. This is because coding assists in grouping data into categories (nodes) or themes, ensuring that data from different sources are organised systematically. This study utilised NVivo software to perform the coding process, as this software enables the visualisation of nodes in a variety of ways. NVivo facilitates the coding process across different transcripts as it is able to manage a huge amount of data in one place.

3.9.2.4 Utilize Coding to Generate Themes for Analysis

Qualitative data were analysed by using thematic analysis. The study identifies patterns or themes within the data by using this analysis (Akinyode & Khan, 2018). As mentioned by Braun and Clarke (2006), the specific pattern discovered in the data which captures some essential information about the data relating to the research questions is

called as theme. Identifying essential or interesting patterns in the data is beneficial to address the research questions because it is not simply summarising the data, but it interprets and makes sense of it. The analysis process should work through each transcript, coding every line of text that appears relevant to answering the research questions. The coded data were merged based on the relationship of themes and subthemes (Salleh et al., 2017). Next, the themes were reviewed, defined, and named.

3.9.2.5 Interrelating Themes or Description

The data had undergone thematic analysis, as the patterns (themes) emerging from the data had been identified, analysed, and reported (Braun & Clarke, 2006). Now, thematic map can be established to refine the themes. This thematic map includes the categories, themes and the subdivisions including subcategories and subthemes. During this stage, the analysis is performed to find connections or disconnects across the themes (Lochmiller, 2021).

3.9.2.6 Interpretation of Findings

The final step in qualitative data analysis is establishing interpretation of the findings and results. The data are interpreted based on emerging themes and ideas from field notes or transcripts, and the findings are cross-checked with the propositions presented in subsection 2.11 of Chapter 2. Reporting the findings needs to go beyond simply describing the data; the study should present its own analysis to build an argument for its claims. This could be supported by the highlighted quotes extracted from the transcripts to assist in capturing the essence of themes. The presentation of findings is supported by a combination of statements linked to specific themes and a series of related categories or subcategories emerging from the dataset.

A total of four interviews were conducted, with each session lasting approximately 45 - 60 minutes. All interviews were audio-recorded with the participants' consent and later transcribed verbatim to ensure that their views were captured accurately. The data were analysed using thematic analysis based on Braun and Clarke's (2006) approach. This method was chosen for its flexibility and its suitability for exploring participants' perspectives in depth. In this study, the analysis was primarily guided by a deductive approach, drawing on the research objectives and the CSR framework. At the same time, the analysis remained open to new insights that

emerged from the data. The analysis followed a systematic process, beginning with familiarisation with the data, followed by coding, theme development, and refinement. This ensured that the themes were both grounded in the data and aligned with the focus of the study.

Data collection continued until saturation was reached, where no new themes or meaningful insights emerged from the interviews. This indicates that sufficient depth of understanding had been achieved. Rather than merely supporting the quantitative results, the qualitative findings provided deeper explanations of the patterns observed. They helped to explain how CSR initiatives are implemented in practice by the fast food industry, why certain approaches are more effective, and how government regulations shape these practices. The integration of quantitative and qualitative findings was carried out using an explanatory sequential approach, where the qualitative data were used to further explain and interpret the quantitative results. This allowed for a more comprehensive understanding of the research problem by connecting statistical findings with real-world experiences and perspectives.

3.10 Summary of Data Analysis

Table 3.3
Summarisation of Data Analysis

Research Objectives	Variables	Constructive variables	Scale	Statistic
To examine the relationship between Carroll's pyramid of CSR dimensions (i.e., economic, legal, ethical, and philanthropic) and perceived role of fast food industry's CSR in promoting healthy eating	Carroll's CSR dimensions	IV 1 – Economic IV 2 – Legal IV 3 – Ethical IV 4 – Philanthropic	Interval	Multiple Regression
To analyse the moderating effect of religiosity towards the relationship between Carroll's pyramid of CSR dimensions (i.e., economic, legal, ethical, and philanthropic) and perceived role of fast food industry's CSR in promoting healthy eating	Religiosity	Moderating variable - Religiosity	Interval	PROCESS
To evaluate the moderating effect of eating lifestyle towards relationship between CSR dimensions (i.e., economic, legal, ethical, and philanthropic) and perceived role of fast food	Eating lifestyle	Moderating variable – Eating lifestyle	Interval	PROCESS

industry's CSR in promoting healthy eating	
To investigate the CSR activities performed by the fast food industry to encourage healthy eating practise among youth.	Thematic
To assess the influence of government legal and policy frameworks on the CSR practices of the fast food industry.	Thematic

3.11 Pilot Study

A pilot study was conducted before the main data collection to ensure that the instructions, questions, and scale items were clear. This study adopted measurements from previous studies. However, the pilot study was vital to ensure that the respondents understood the questionnaire and could answer it appropriately. During the pilot test, any questions or items that might offend or cause confusion to respondents were identified and removed. The pilot test was conducted with respondents similar to those in the main study.

In the pilot study, a total of 100 responses were collected over two months from young individuals residing in Selangor. The respondents were randomly selected, and they responded to an online survey prepared by this study. Past scholars have recommended various rules for determining the sample size for a pilot study. This study aimed to gather 100 responses, consistent with the recommendation of Copper and Schindler (2001), who suggested that a sample of 25 to 100 individuals is practical for pre-testing questionnaires. Several statistical tests including Exploratory Factor Analysis (EFA), Reliability Analysis and Normality Testing were performed to test the validity and reliability of the measurements. The next subsection presents the findings from the pilot study.

3.12 Goodness of Measure

3.12.1 Validity

The factor analysis extracted seven distinct factors, each with eigenvalues greater than 1.0, which is considered acceptable in social science research (Kaiser, 1960). According to Hair et al. (2010), factor loadings of 0.50 or higher are considered

practically significant, confirming that an item adequately represents its underlying factor. Field (2018) posits that items with loadings of at least 0.40 may be retained while Fidell (2013) recommends removing items with loadings below 0.30 as they contribute minimally to the factor structure.

The results demonstrated that the construct “Perceived Role of Fast Food Industry’s CSR in Promoting Healthy Eating” was strongly supported by six items, all of which demonstrated high factor loadings ranging from 0.459 to 0.793. The values indicate strong internal consistency and suggest that the items are closely related, and reliability measure the same underlying construct. Notably, the findings suggest that young consumers recognise and value the role of the fast food restaurants in promoting healthier lifestyles through their CSR efforts. This signifies the potential for fast food industry to serve as proactive stakeholders in public health promotion, provided that their CSR strategies are genuine, visible and consistently implemented.

Next, the EFA identified a distinct factor related to “Economic” considerations, which captured young consumers’ views on the financial aspects of healthier food choices and CSR strategies adopted by fast food restaurants. The factor loadings ranged from 0.501 to 0.685, indicating strong levels of association among the items. Nevertheless, an item related to changes in marketing strategies was excluded because its factor loading was below 0.40, which is considered too low for inclusion. Overall, the findings suggest that while young consumers appreciate health-oriented CSR activities, they also evaluate these efforts through an economic lens, focusing on affordability, value for money, and access to healthier food choices.

For “Legal” considerations, the factor analysis revealed that it consists only four items with acceptable factor loadings ranging from 0.502 to 0.706. These items reflect young consumers’ expectations for fast food restaurants to comply with legal requirements such as displaying nutritional information, providing accurate labelling and ensuring product safety. Legal compliance is seen as a critical aspect of CSR as it influences trust and healthy food choices. Two items which are “*I am sure the fast food restaurants prepare the food by following the food regulations standard*” and “*I am aware about the ingredients content in each fast food meal*” were excluded as they did not adequately represent the legal construct due to low factor loadings.

The factor labelled “Ethical” considerations consists of four items with factor loadings ranging from 0.531 to 0.832, indicating acceptable to strong associations. Two items; “*I believe the fast food restaurants should increase the availability of healthier*

food choices” and “*I believe the fast food restaurants should begin to sell low calorie food*” were excluded from the analysis due to low factor loadings, suggesting that general expectations for products offering, rather than specific ethical responsibilities, led young consumers to not strongly associate these statements with the ethical dimension of CSR.

The factor labelled “Philanthropic” comprises five items, with factor loadings ranging from 0.630 to 0.863 reflecting strong associations. One item, “*I believe the fast food restaurants should actively engage in nutrition education through their websites*” was excluded from the analysis due to low factor loadings. These items include perceptions that fast food restaurants actively engage in nutrition education through their websites, are involved in local community initiatives, play a positive societal role, contribute meaningfully to society, participate in volunteerism activities, and engage in charitable efforts. The analysis show that young consumers recognise the social contributions of fast food restaurants, highlighting the significance of philanthropic CSR in shaping public perceptions.

The factor labelled “Religiosity” consist of six items, with factor loadings ranging from 0.578 to 0.850 indicating strong associations with the construct. The items reflect young consumers’ perceptions that religiosity influences their nutritional lifestyle, promotes good health, reduces the incidence of obesity, and should be incorporated into health promotion strategies. Additionally, the items capture the belief that religiosity encourages adherence to a monitored diet and positively shapes dietary behaviour. The strong factor loadings recommends that respondents perceive religiosity as a significant cultural and personal influence on healthy eating.

The factor loading labelled “Eating Lifestyles” comprised of seven items, with factor loadings ranging from 0.523 to 0.828 indicating acceptable to strong associations with the construct. The items describe young consumers’ perceptions regarding convenience, accessibility, and attractiveness of fast food. Specifically, respondents claimed that fast food saves time, is easily accessible, offers delivery services, has simple menus, is quick and easy to prepare. These factor loadings revealed that young consumers strongly associate these eating lifestyle considerations with their fast food consumption behaviour, highlighting the practical and convenience-oriented motivations driving their eating choices.

Table 3.4
Rotated Component Matrix

Items	Component
Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating	
I am sure the healthy eating initiatives performed by the fast food restaurants are helpful to reduce the obesity issue.	.503
I am sure the healthy eating initiatives introduced by the fast food restaurants encourage me to choose a healthier option.	.490
I am interested to buy healthier food choices at fast food restaurants.	.459
I am interested to know healthier food offered by the fast food restaurants.	.615
I am sure that the fast food restaurants have the possibility to steer the young generation towards the direction of healthier food	.624
I know the healthy food choices offered by the fast food restaurants prevent me from being obese.	.793
Economic	
I believe that the price of healthier food choices at fast food restaurants is reasonable.	.653
I believe that the healthier food choices should be better value for money.	.685
I believe that the fast food restaurant should continuously create economic value.	.598
I believe that the CSR activities done by fast food restaurants boost up its sales	.501
I know the fast food restaurant offers good value for money meals to the customers.	.520

I believe the fast food restaurants consider changing their current marketing strategies to focus on quality or healthy food.

Legal

I am sure the fast food restaurants prepare the food by following the food regulations standard.

I am aware about the ingredients content in each fast food meal.

I perceive that the fast food restaurants should display the nutritional information. .529

I believe that reading nutritional information influences me to consume healthy food offered by fast food restaurants. .502

I prefer buying products from fast food restaurant that comply with legal obligations for products safety. .706

I prefer buying products from fast food restaurant that gives true product labelling information. .647

Ethical

I am confident that the fast food restaurant is considering the customer's health. .832

I am confident that fast food restaurant has a sense of responsibility to customer's health. .773

I believe that fast food restaurant acts responsibly to solve obesity epidemic. .682

I believe the fast food restaurants should increase the availability of healthier food choices.

I believe the fast food restaurants should begin to sell low calorie food.

I am sure the fast food restaurants implement ethical business conduct.		.531
Philanthropic		
I believe the fast food restaurants should actively engage in nutrition education through their websites.		
I often see the fast food restaurant is actively involved with the local community.		.630
I know that the fast food restaurant plays positive role in the society.		.689
I know that the fast food restaurant makes impactful contributions to the society.		.843
I know that the fast food restaurant makes impactful contributions to the society.		.863
I am sure that the fast food restaurant engages actively in charitable activities		.798
Religiosity		
I believe that my religiosity influences me to have a nutritional lifestyle.	.578	
I know that religiosity is likely to be related with good health.	.824	
I am sure that religiosity would reduce the incidence of obesity.	.828	
I believe that religiosity should be included in health promotion strategies.	.649	
I am confident that religiosity influence me to have good wellbeing through monitoring the diet.	.791	
I am confident that religiosity influences the adherents' dietary behaviours.	.850	
Eating Lifestyles		

I believe that I can save more time when buying fast food.								.523
I perceive that access to fast food restaurants is easier for me.								.622
I believe that most fast food restaurants provide food delivery services.								.753
I know that fast food restaurants menus are simple.								.828
I believe that fast food preparation is easy.								.788
I am interested to buy fast food because the promotion attracts me to buy it.								.609
I know that fast food preparation is fast.								.726
Eigenvalue	12.989	4.091	3.822	2.384	1.833	1.713	1.384	
Percentage of Variance (%)	30.207	9.51	8.889	5.545	4.264	3.984	3.218	
Total Variance Explained	12.989	4.091	3.822	2.384	1.833	1.713	1.384	
KMO Measure of Sampling Adequacy	.778							
Approximate Chi-Square	3192.576							
Sig.	.001							

3.12.2 Reliability

Table 3.6 summarises the results of the reliability analysis for all variables in this study, assessed using Cronbach's alpha. Reliability analysis was conducted to ensure the internal consistency of the constructs before further statistical analysis is conducted. All constructs demonstrated acceptable to excellent reliability, with Cronbach's alpha values ranging from 0.706 to 0.901, exceeding the commonly recommended threshold of 0.70 (Nunnally, 1978).

Table 3.5
Rotated Component Matrix Reliability Analysis

Variables	No. of Items	Cronbach's Alpha	Reliability Test
Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating	6	0.887	Yes

Economic	6	0.706	Yes
Legal	6	0.739	Yes
Ethical	6	0.812	Yes
Philanthropic	6	0.760	Yes
Religiosity	6	0.901	Yes
Eating Lifestyles	7	0.858	Yes

3.12.3 Normality

Normality testing is conducted to determine whether a dataset has a normal distribution or not. Hence, this analysis was carried out to validate the normality assumption which is required before performing the multiple regression analysis. In order to determine the normality of the dataset, the skewness and kurtosis value should be within ± 2 . However Kline (2005) proposes other alternative statistical perspective in terms of normality assumption, whereby the skewness value can go as far ± 3 and ± 10 for kurtosis value. By referring to Table 3.7, all variables exhibit skewness and kurtosis values within the acceptable range, indicating that the dataset is normally distributed. This confirms that the data comply the normality assumption required for subsequent multiple regression analyses.

Table 3.6
Normality Analysis

Variables/Construct	Skewness	Kurtosis	Normality Test
Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating	-0.258	-0.567	Yes
Economic	0.401	0.169	Yes
Legal	-0.040	0.052	Yes
Ethical	0.248	-0.057	Yes
Philanthropic	0.452	-0.272	Yes
Religiosity	-0.219	-0.346	Yes
Eating Lifestyles	-0.152	-0.354	Yes

3.13 Chapter Summary

In conclusion, this chapter summarises the explanation of the mixed methodology employed in this study to fulfil the research objectives and answer the

research questions. Following that, the items of the questionnaire are adapted from the previous studies on a similar scope, and the interview protocols have been outlined to ensure the data collection process for both methods is effective.

CHAPTER 4

FINDINGS AND ANALYSIS

4.1 Chapter Overview

This chapter presents the results of the quantitative research findings after the data has been analysed using Statistical Software SPSS (Version 27) to address the first, second, and third research objectives. Meanwhile, the qualitative findings, aimed at fulfilling the fourth and fifth research objectives, were managed and coded using NVivo software to explore in depth the actual CSR practices implemented by the fast food industry and to investigate how government regulations shape these CSR practices.

4.2 Data Screening and Cleaning

Conducting data screening and cleaning is an essential step in research to ensure that the data are accurate, of high quality, and reliable before performing any analysis, such as multiple regression or factor analysis. According to Tabachnick and Fidell (2019), this process is essential to identify and rectify potential errors, inconsistencies and missing values that could compromise the validity of statistical outcomes and lead to misleading conclusions. Therefore, this study performed a thorough data screening prior to conducting any inferential analysis to answer the research objectives.

Initially, frequency analyses were performed for categorical variables (gender, marital status, ethnicity, educational level and type of occupation) to detect any data entry errors or irregular distributions. Meanwhile, for interval-scale data, descriptive statistics were conducted to identify possible outliers or implausible responses. The dataset was also examined for missing values to assess the extent and pattern of the missing data. This step is important as unaddressed missing data can bias the results or reduce the statistical power of the analysis. The dataset comprised of 684 complete responses, with no missing values reported. As a result, the full sample was retained for subsequent analyses.

Following the cleaning and preparation of the dataset, the study proceeded with validity and reliability analyses to evaluate the quality of the measurement instruments. Reliability was assessed using Cronbach's alpha, which measures internal consistency and reflects the degree to which items within a construct are correlated. A Cronbach's

alpha value of 0.70 or higher was considered acceptable. Construct validity was assessed using Exploratory Factor Analysis (EFA) to explore how the items are grouped and whether they are suitable for this study context. The findings from these analyses are discussed in the next section.

4.3 Validity Analysis

Exploratory Factor Analysis (EFA) is a statistical technique used to determine underlying patterns in a dataset by grouping related variables into factors. The main purpose of EFA is to reduce data complexity, making it easier to interpret and understand the relationships and patterns among observed variables employed in this study. Essentially, these observed variables are grouped into meaningful factors making the research process more structured and easier to interpret (Conway & Huffcutt, 2003).

Once EFA is conducted, interpreting the results involves analysing several key outputs, including the Kaiser-Mayer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity value, total variance explained, factor loadings, and rotation matrix. Tabachnick and Fidell (2019) assert that a KMO value greater than 0.60, along with a significant Bartlett's test ($p < 0.05$), confirms that the dataset is suitable for factor analysis. As shown in Table 4.1, the KMO value of 0.941 is considered excellent, indicating that the dataset is highly appropriate for conducting EFA and the correlations among variables are sufficient. In addition, Bartlett's Test of Sphericity produced a significant result ($p < 0.05$, $p = 0.000$), further confirming that factor analysis is appropriate, as significant correlations exist among the variables.

Table 4.1
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.941
Bartlett's Test of Sphericity	Approx. Chi-Square	17254.099
	df	903
	Sig.	.000

The factor analysis extracted seven distinct factors, each with eigenvalues greater than 1.0, which is considered acceptable in social science research (Kaiser, 1960). According to Hair et al. (2010), factor loadings of 0.50 or higher are considered practically significant, confirming that an item adequately represents its underlying

factor. Field (2018) posits that items with loadings of at least 0.40 may be retained while Fidell (2013) recommends removing items with loadings below 0.30 as they contribute minimally to the factor structure.

The results demonstrated that the construct “Perceived Role of Fast Food Industry’s CSR in Promoting Healthy Eating” was strongly supported by six items, all of which demonstrated high factor loadings ranging from 0.703 to 0.789. The values indicate strong internal consistency and suggest that the items are closely related, and the reliability measures the same underlying construct. Notably, the findings suggest that young consumers recognise and value the role of fast food restaurants in promoting healthier lifestyles through their CSR efforts. This signifies the potential for the fast food industry to serve as proactive stakeholders in public health promotion, provided that their CSR strategies are genuine, visible and consistently implemented.

Next, the EFA identified a distinct factor related to “Economic” considerations, which captured young consumers’ views on the financial aspects of healthier food choices and CSR strategies adopted by fast food restaurants. The factor loadings ranged from 0.480 to 0.568, indicating moderate but acceptable levels of association among the items, in line with the threshold of 0.40 recommended by Hair et al. (2019). Nevertheless, an item related to changes in marketing strategies was excluded because its factor loading was below 0.40, which is considered too low for inclusion. Overall, the findings propound that while young consumers appreciate health-oriented CSR activities, they also evaluate these efforts through an economic lens which focuses on affordability, value for money and access to healthier food choices.

For “Legal” considerations, the factor analysis revealed that it consists of four items with acceptable factor loadings ranging from 0.596 to 0.744. These items reflect young consumers’ expectations for fast food restaurants to comply with legal requirements such as displaying nutritional information, providing accurate labelling and ensuring product safety. Legal compliance is seen as a critical aspect of CSR as it influences trust and healthy food choices. Two items which are “*I am sure the fast food restaurants prepare the food by following the food regulations standard*” and “*I am aware about the ingredients content in each fast food meal*” were excluded as they did not adequately represent the legal construct due to low factor loadings.

The factor labelled “Ethical” considerations consists of four items with factor loadings ranging from 0.418 to 0.828, indicating acceptable to strong associations. Two

items; *“I believe the fast food restaurants should increase the availability of healthier food choices”* and *“I believe the fast food restaurants should begin to sell low calorie food”* were excluded from the analysis due to low factor loadings, suggesting that general expectations for products offering, rather than specific ethical responsibilities, led young consumers not strongly to associate these statements with the ethical dimension of CSR.

The factor labelled “Philanthropic” comprises five items, with factor loadings ranging from 0.674 to 0.788 reflecting strong associations. One item, *“I believe the fast food restaurants should actively engage in nutrition education through their websites”* was excluded from the analysis due to low factor loadings. These items include perceptions that fast food restaurants actively engage in nutrition education through their websites, are involved in local community initiatives, play a positive societal role, contribute meaningfully to society, participate in volunteerism activities, and engage in charitable efforts. The analysis shows that young consumers recognise the social contributions of fast food restaurants, highlighting the significance of philanthropic CSR in shaping public perceptions.

The factor labelled “Religiosity” consists of six items, with factor loadings ranging from 0.692 to 0.798, indicating strong associations with the construct. The items reflect young consumers’ perceptions that religiosity influences their nutritional lifestyle, promotes good health, reduces the incidence of obesity, and should be incorporated into health promotion strategies. Additionally, the items capture the belief that religiosity encourages adherence to a monitored diet and positively shapes dietary behaviour. The strong factor loadings recommend that respondents perceive religiosity as a significant cultural and personal influence on healthy eating.

The factor loading labelled “Eating Lifestyles” comprised seven items, with factor loadings ranging from 0.688 to 0.758 indicating acceptable to strong associations with the construct. The items describe young consumers’ perceptions regarding the convenience, accessibility, and attractiveness of fast food. Specifically, respondents claimed that fast food saves time, is easily accessible, offers delivery services, has simple menus, and is quick and easy to prepare. These factor loadings revealed that young consumers strongly associate these eating lifestyles considerations with their fast food consumption behaviour, highlighting the practical and convenience-oriented motivations driving their eating choice.

Table 4.2
Exploratory Factor Analysis (EFA) Analysis

Items	Component
Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating (DV)	
I am sure the healthy eating initiatives performed by the fast food restaurants are helpful to reduce the obesity issue.	.728
I am sure the healthy eating initiatives introduced by the fast food restaurants encourage me to choose a healthier option.	.778
I am interested to buy healthier food choices at fast food restaurants.	.789
I am interested to know healthier food offered by the fast food restaurants.	.709
I am sure that the fast food restaurants have the possibility to steer the young generation towards the direction of healthier food	.703
I know the healthy food choices offered by the fast food restaurants prevent me from being obese.	.717
Economic (IV)	
I believe that the price of healthier food choices at fast food restaurants is reasonable.	.568
I believe that the healthier food choices should be better value for money.	.532
I believe that the fast food restaurant should continuously create economic value.	.563
I believe that the CSR activities done by fast food restaurants boost up its sales	.480
I know the fast food restaurant offers good value for money meals to the customers.	.513

Legal (IV)	
I perceive that the fast food restaurants should display the nutritional information.	.744
I believe that reading nutritional information influences me to consume healthy food offered by fast food restaurants.	.596
I prefer buying products from fast food restaurant that comply with legal obligations for products safety.	.704
I prefer buying products from fast food restaurant that gives true product labelling information.	.720
Ethical (IV)	
I am confident that the fast food restaurant is considering the customer's health.	.828
I am confident that fast food restaurant has a sense of responsibility to customer's health.	.823
I believe that fast food restaurant acts responsibly to solve obesity epidemic.	.792
I am sure the fast food restaurants implement ethical business conduct.	.418
Philanthropic (IV)	
I often see the fast food restaurant is actively involved with the local community.	.701
I know that the fast food restaurant plays positive role in the society.	.674
I know that the fast food restaurant makes impactful contributions to the society.	.739
believe that the fast food restaurant involves with volunteerism activities within the society.	.788

I am sure that the fast food restaurant engages actively in charitable activities								.730
Religiosity (MV)								
I believe that my religiosity influences me to have a nutritional lifestyle.								.716
I know that religiosity is likely to be related with good health.								.692
I am sure that religiosity would reduce the incidence of obesity.								.782
I believe that religiosity should be included in health promotion strategies.								.708
I am confident that religiosity influence me to have good wellbeing through monitoring the diet.								.798
I am confident that religiosity influences the adherents' dietary behaviours.								.781
Eating Lifestyles (MV)								
I believe that I can save more time when buying fast food.								.711
I perceive that access to fast food restaurants is easier for me.								.758
I believe that most fast food restaurants provide food delivery services.								.712
I know that fast food restaurants menus are simple.								.741
I believe that fast food preparation is easy.								.742
I am interested to buy fast food because the promotion attracts me to buy it.								.688
I know that fast food preparation is fast.								.721
Eigenvalue	13.962	3.732	2.851	1.988	1.755	1.526	1.122	
Percentage of Variance (%)	32.471	8.680	6.631	4.622	4.080	3.549	2.610	

Total Variance Explained	32.471	41.151	47.782	52.404	56.485	60.034	62.644
KMO Measure of Sampling Adequacy	.9411						
Approximate Chi-Square	17254.099						
Sig.	.000						

4.4 Reliability Analysis

Table 4.3 summarises the results of the reliability analysis for all variables in this study, assessed using Cronbach's alpha. Reliability analysis was conducted to ensure the internal consistency of the constructs before further statistical analysis was conducted. All constructs demonstrated acceptable to excellent reliability, with Cronbach's alpha values ranging from 0.753 to 0.895, exceeding the commonly recommended threshold of 0.70 (Nunnally, 1978).

Table 4.3
Reliability Analysis

Variables/Construct	Number of items	Cronbach's alpha	Reliability assumed
Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating	6	0.886	Yes
Economic	6	0.886	Yes
Legal	5	0.753	Yes
Ethical	4	0.850	Yes
Philanthropic	4	0.831	Yes
Religiosity	5	0.876	Yes
Eating Lifestyles	7	0.895	Yes

4.5 Test of Parametric Assumptions

4.5.1 Normality

Normality testing is conducted to determine whether a dataset has a normal distribution or not. Hence, this analysis was carried out to validate the normality assumption which is required before performing the multiple regression analysis. In order to determine the normality of the dataset, the skewness and kurtosis values should be within ± 2 . However Kline (2005) proposes another alternative statistical perspective in terms of normality assumption, whereby the skewness value can go as

far as ± 3 and ± 10 for the kurtosis value. By referring to Table 4.4, all variables exhibit skewness and kurtosis values within the acceptable range, indicating that the dataset is normally distributed. This confirms that the data comply with the normality assumption required for subsequent multiple regression analyses.

Table 4.4
Normality Analysis

Variables/Construct	Skewness	Kurtosis	Normality Test
Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating	.012	-.594	Yes
Economic	.107	.270	Yes
Legal	-.473	-.171	Yes
Ethical	.346	.309	Yes
Philanthropic	.055	-.326	Yes
Religiosity	-.194	-.455	Yes
Eating Lifestyles	-.393	-.009	Yes

4.5.2 Linearity

The linearity analysis was performed to determine whether all independent variables employed in this study (economic, legal, ethical, and philanthropic) have a linear relationship with the dependent variable (Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating). By referring to the ANOVA results, it can be perceived that all independent variables have a linear relationship with the dependent variable, with a significance value of 0.05 (Field, 2018).

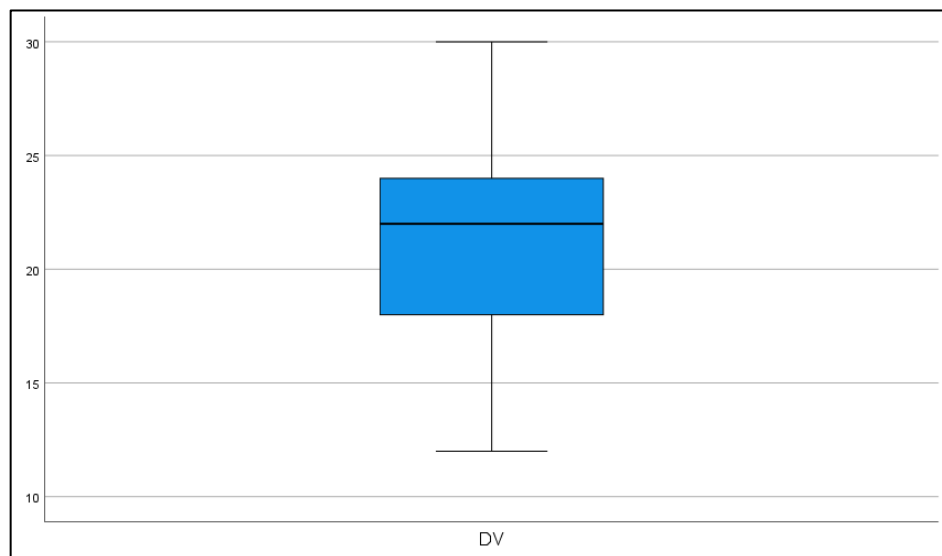
Table 4.5
Linearity Analysis

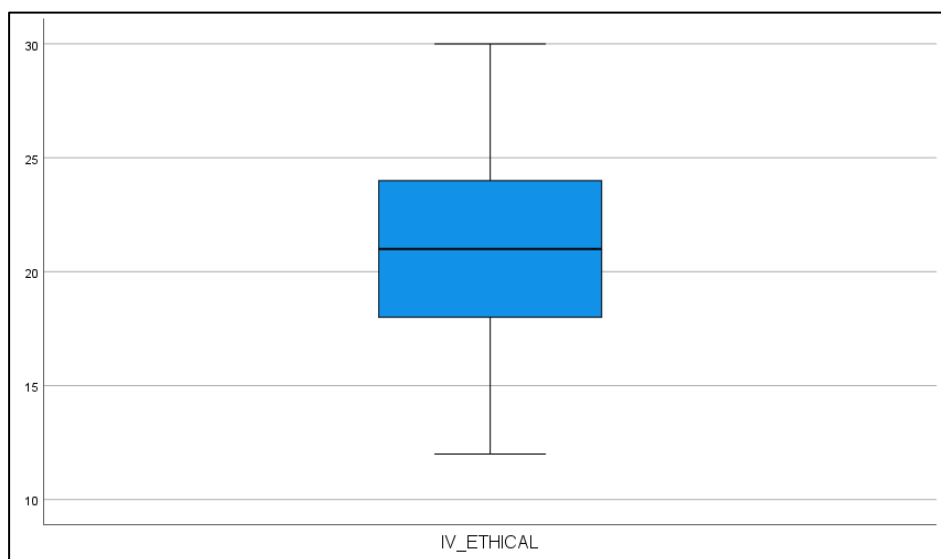
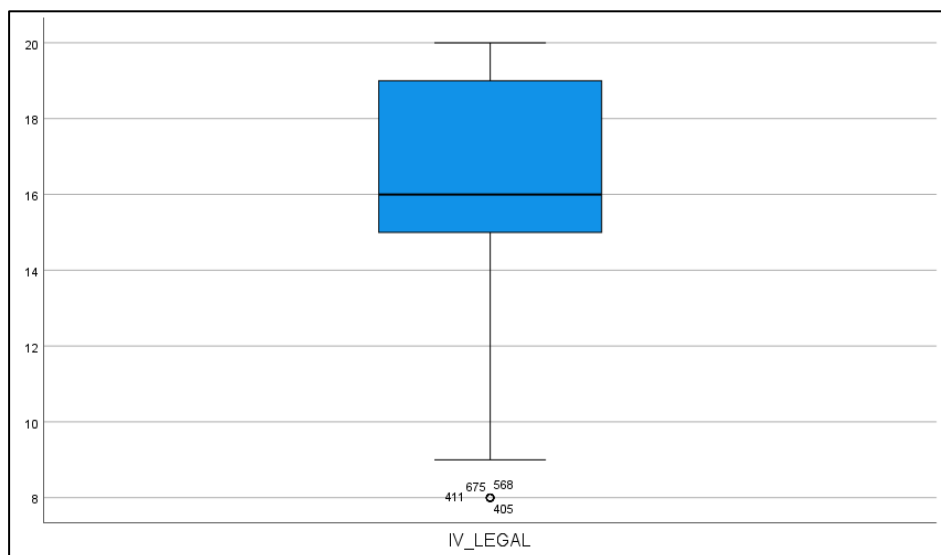
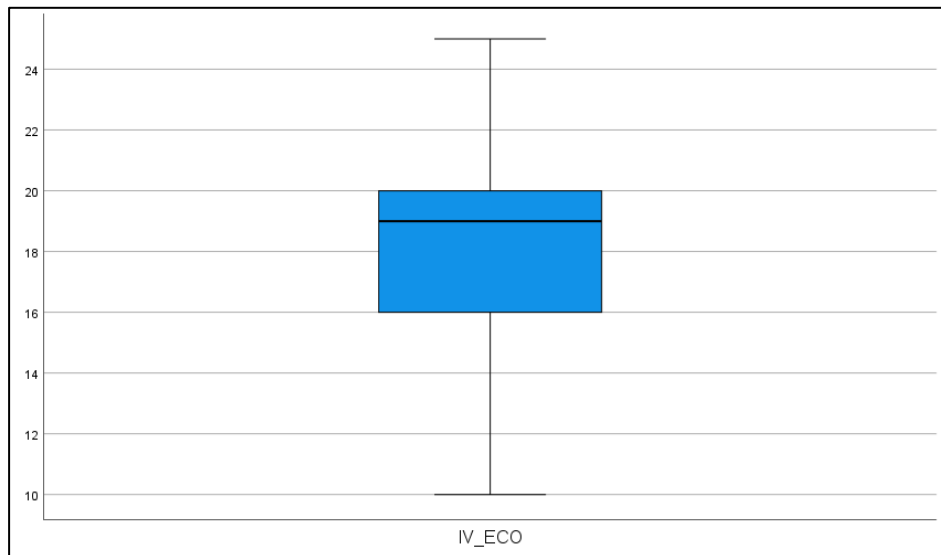
Variable/Construct	df	F	Sig.	Linearity assumed
Economic CSR Initiatives and Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating	1	270.533	0.001	Yes
Legal CSR Initiatives and Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating	1	131.401	0.001	Yes

Ethical CSR Initiatives and Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating	1	243.364	0.001	Yes
Philanthropic CSR Initiatives and Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating	1	131.869	0.001	Yes

4.5.3 Outliers

Identifying outliers in this dataset is significant before further analysis, as extreme values may distort the results and affect the validity of the findings. Outliers in this study were detected using boxplots to ensure accurate and reliable analysis. From the analysis, the dataset contains some outliers; however, they are not overly extreme and do not significantly compromise the suitability of the data for further analysis. According to Hair (2019), a small proportion of outliers in a dataset is generally acceptable as long as they do not significantly influence the results. In this study, the percentage of outliers detected was less than 5%, indicating that the dataset was suitable for further analysis.





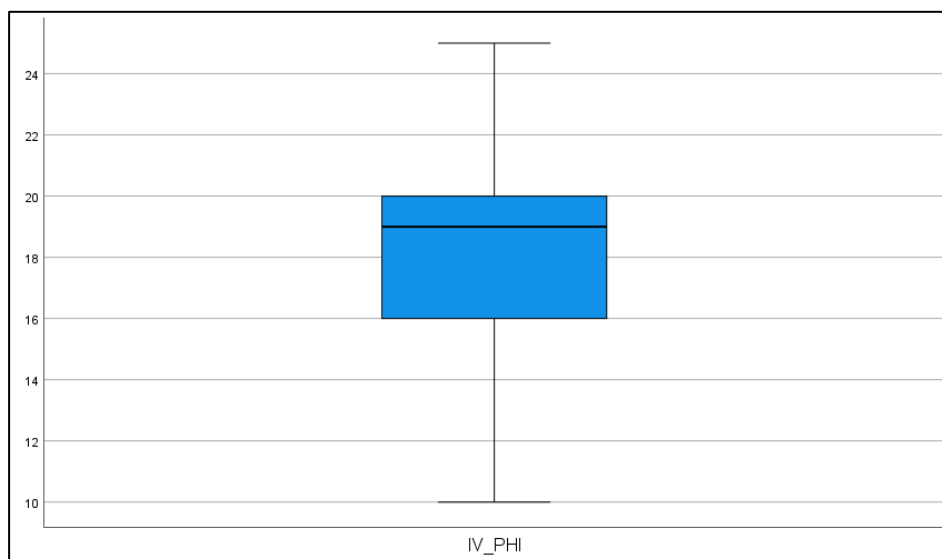


Figure 4.1 Boxplots of Normality Analysis

4.6 Profiles of Respondents and Informants

This section discusses the demographic profile of the respondents and informants. By referring to Table 4.6, a total of 684 respondents has participated in the quantitative survey. The demographic profile of the respondents highlights a strong representation of the female young generation, with 74.2% of participants being female, and the majority aged between 18 and 24 years old. This suggests that young women were more responsive and have higher levels of awareness or concern regarding issues related to healthy food consumption. The dominance of this group may shape the overall findings, particularly in attitudes towards the fast food industry's CSR, given that young females are often more health-conscious and socially aware in their consumption behaviour.

The majority of respondents were single (96.5%), while only (3.4%) were married. This finding aligns with the age distribution, suggesting that most respondents were in the early stages of adulthood and not yet engaged in family or spousal responsibilities. The single status may also influence food choices, as young single individuals tend to prioritise convenience and cost-effectiveness, factors closely linked to fast food consumption. In terms of educational level, a significant portion of the sample possessed higher education qualifications. The majority had attained a Diploma or Bachelor's degree (87.3%), followed by postgraduate qualifications (6.4%). Only a small percentage reported lower academic achievements. This high level of educational attainment may contribute to better awareness of nutrition, corporate responsibility, and

health-related decision-making, potentially shaping attitudes towards fast food industry's CSR activities.

Most respondents were unemployed (89.5%), with the majority identifying as students (87.5%). This supports earlier data indicating that the respondents were predominantly young and engaged in higher education. A very small number were self-employed (2.2%), in the public sector (2.8%), or in the private sector (5.3%). The high unemployment rate corresponds with the transitional stage many young adults face before entering the workforce. The majority of respondents reported a monthly income of less than RM2,500 (57.3%), which is consistent with their student status. Only 9.1% earned above RM10,959. This limited income level suggests that fast food may be an attractive option due to its affordability, especially among students or young job seekers. Next, this study also discovered that fast food consumption is a largely social activity, especially, among youth as more than half of the respondents (58.2%) consumed fast food with friends.

More than half of the respondents were within the normal weight range (53.1%), while 16.4% and 12.9% fell into the pre-obesity category and were classified as obese, respectively. Although the majority appear to maintain a healthy weight, the presence of pre-obesity and obesity indicates a potential concern, especially when linked to frequent consumption of fast food among youth. As demonstrated in Figure 4.1, 65% of respondents reported consuming fast food 1-2 times per week, reflecting a moderate but routine dietary behaviour. This implies that a possible association between regular fast food intake and emerging weight-related risks among youth, highlighting the need for further research and the development of targeted nutritional interventions. Importantly, 95.2% agreed that higher CSR ratings of the fast food industry give a positive impression, reflecting a growing consciousness among youth not only of responsible business practices, but also of broader health and social issues such as globesity.

Table 4.6

Profile of Respondents (N = 684)

Characteristics	Total	Percentage
Gender		
Male	176	25.7

Female	508	74.2
Age		
18-21 years old	199	29.1
22-24 years old	416	60.7
25-27 years old	44	6.4
28-30 years old	18	2.6
31-34 years old	1	.1
35-37 years old	3	.4
38-40 years old	3	.4
Marital Status		
Married	23	3.4
Single	661	96.5
Educational Level		
UPSR	1	0.1
PT3/PMR/SPM/SPMV/SMA	13	1.9
Matriculation/Foundation/STPM/STAM	27	3.9
Diploma/Bachelor's Degree	598	87.3
Master/PhD	44	6.4
Type of Occupation		
Private Sector	36	5.3
Public Sector	19	8.3
Self-employed	15	10.5
Non-governmental organization (NGO)	1	0.3
Unemployed	613	89.5
Reasons for Unemployed		
Student	600	87.6
Housewife	2	.3
Currently seeking for job	8	1.2
Monthly income		
Less than RM2,500.00	392	57.3
RM 2,501.00 – RM4,849.00	119	17.4
RM4,850.00 – RM 10,959.00	110	16.1

More than RM 10,959.00	62	9.1
With whom the respondents eat fast food		
Alone	104	15.2
Colleagues	4	.6
Family	177	25.8
Friends	399	58.2
Body Mass Index (BMI)		
Underweight	121	17.7
Normal weight	363	53.1
Pre-obesity	112	16.4
Obesity class I	48	7.0
Obesity class II	28	4.1
Obesity class III	12	1.8
A higher CSR rating of fast food will give a positive impression to the customers		
Yes	651	95.2
No	33	4.8

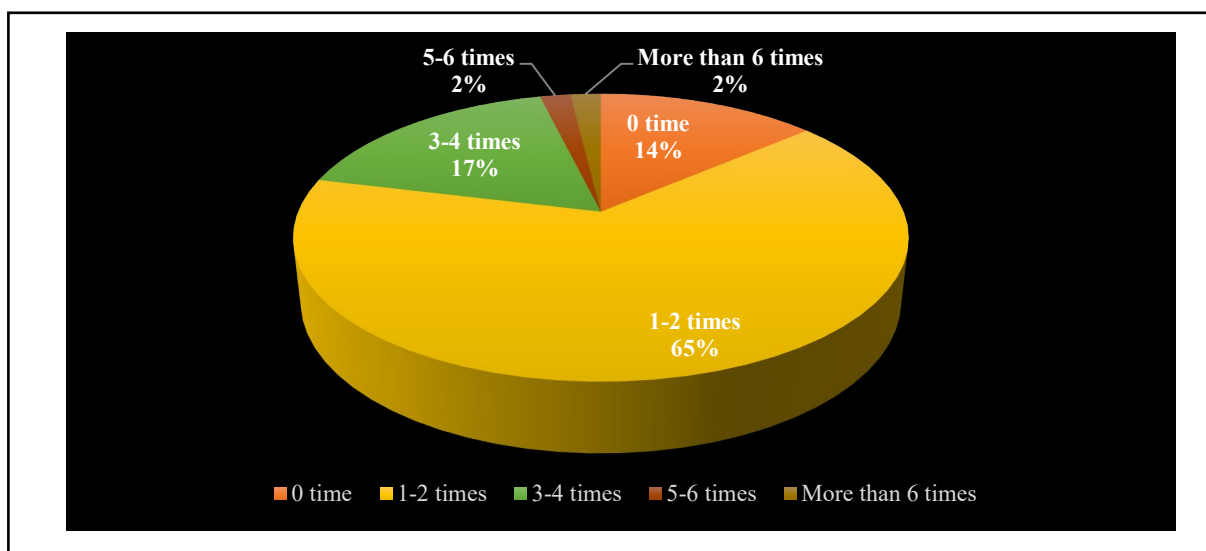


Figure 4.2 Frequency of Eating Fast Food (Weekly)

Table 4.7 presents the profile of informants who participated in the in-depth interviews, aimed at addressing the fourth and fifth research objectives. The informants were selected purposively to capture perspectives from the fast food industry and the public health sector, providing a comprehensive view on the CSR initiatives

implemented within fast food companies and the regulatory measures guiding the industry. The fast food representatives shared their perspectives on CSR implementation while officers from the Ministry of Health provided insights on regulatory frameworks and legal measures that guide the industry's operations.

Table 4.7
Profile of Informants (N = 4)

Pseudonym	Position/ Organization	Gender	Years of Experience
(Supervisor of McDonald's Fast Food, Male, 29 years old)	Supervisor, McDonald's Fast Food	Male	3
(Manager of Rightside Fast Food, Female, 37 years old)	Manager, Rightside Fast Food	Female	2
(State Health Department, Female, 38 years old)	Officer, Selangor State Health Department, Ministry of Health	Female	4
(Institute for Public Health, Female, 50 years old)	Dietitian, Institute for Public Health, Ministry of Health	Female	4

The next section presents the findings in alignment with the research objectives of this study.

4.7 Findings by Objectives

4.7.1 Research Objective 1: To Examine the Relationship between CSR Dimensions (Economic, Legal, Ethical, and Philanthropic) with Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating

The objective of this analysis was to examine the relationship between the four CSR dimensions which are economic, legal, ethical, and philanthropic and perceived role of fast food industry's CSR in promoting healthy eating. As shown in Table 4.6, the Linear Multiple Regression analysis produced an R value of 0.589 and an R² of 0.346, indicating that approximately (34.6%) of the variance in the dependent variable (Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating) can be explained by the combination of the four CSR dimensions.

The Durbin-Watson value of 1.865 suggests no significant autocorrelation in the residuals. Furthermore, the ANOVA results in Table 4.7 demonstrated that the regression model was statistically significant ($p < 0.000$), confirming that there is a significant relationship between independent variables and dependent variables employed in this study. Importantly, all Tolerance and VIF values fell within acceptable

thresholds (Tolerance > 0.1, VIF < 5), confirming that no multicollinearity issues existed among the independent variables. The findings indicate that these CSR dimensions collectively contribute to explaining how young consumers perceive the role of fast food companies in encouraging healthier eating practices. Overall, the results suggest that CSR initiatives implemented by the fast food industry play a meaningful role in shaping youth perceptions towards healthier food choices.

Among the four CSR dimensions examined, economic CSR emerged as the most influential factor in shaping these perceptions ($\beta = .292$, $t = 6.830$, $p < .001$). This finding suggests that respondents place greater importance on practical initiatives undertaken by fast food companies, particularly those related to providing affordable healthier food options, improving menu choices, and practicing responsible marketing. In other words, young consumers tend to perceive the fast food industry as playing a stronger role in promoting healthy eating when companies demonstrate clear efforts to make healthier options more accessible and reasonably priced. This indicates that consumers expect businesses to balance profit making with social responsibility by ensuring that healthier food choices are not only available but also affordable.

Ethical CSR also showed a strong influence on the perceived role of the fast food industry in promoting healthy eating ($\beta = .260$, $t = 6.224$, $p < .001$). Ethical practices such as ensuring food safety, providing transparent nutritional information, and adopting fair marketing practices appear to strengthen public trust in the industry. When fast food companies are perceived to operate in an ethical manner, consumers are more likely to believe that their efforts to promote healthier eating are sincere and responsible. This finding highlights the importance of ethical conduct in shaping positive perceptions towards CSR initiatives, particularly in industries that are closely related to public health issues.

Although legal CSR demonstrated a weaker influence compared to economic and ethical CSR, it still plays a role in shaping perceptions of the fast food industry in promoting healthy eating ($\beta = .099$, $t = 2.626$, $p = .009$). This suggests that compliance with government regulations such as nutritional labelling, food safety requirements, food preparation standards and advertising guidelines remains important in ensuring responsible business practices. However, regulatory compliance alone may not strongly influence public perception. Consumers may expect companies to go beyond legal obligations and demonstrate a stronger commitment to promoting healthier lifestyles.

In contrast, philanthropic CSR was not found to significantly influence perceptions regarding the role of the fast food industry in promoting healthy eating ($\beta = .054$, $t = 1.362$, $p = .174$). This suggests that activities such as charitable contributions or community support programmes may not be directly associated with efforts to address dietary health concerns. While such initiatives may help improve corporate reputation, respondents may view them as less relevant to promote healthy eating. As a result, philanthropic activities alone may not strongly shape public perceptions about the responsibility of the fast food industry in addressing obesity or promoting healthier food choices.

Overall, these findings suggest that CSR initiatives that are directly related to food offerings, business practices, and consumer wellbeing are more influential in shaping perceptions of the fast food industry's role in promoting healthy eating. Practical efforts such as improving healthier food options, maintaining ethical practices, and complying with regulations appear to be more meaningful to consumers compared to philanthropic activities that are less directly connected to dietary health outcomes.

Table 4.8
Linear Multiple Regression (Model Summary^b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.589 ^a	.346	.342	3.77093	1.865

a. Dependent Variable: Youth Perception towards Healthy Eating

b. Predictors: (Constant) Economic, Legal, Ethical, Philanthropic

Table 4.9
Linear Multiple Regression (ANOVA^a)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5115.885	4	1278.971	89.942	.000
Residual	9655.324	679	14.220		
Total	14771.209	683			

a. Dependent Variable: Youth Perception towards Healthy Eating

b. Predictors: (Constant) Economic, Legal, Ethical, Philanthropic

	Beta	t	Sig.	Tol.	VIF
Constant		1.570	.117		
Economic	.292	6.830	.000	.527	1.897
Legal	.099	2.626	.009	.676	1.480
Ethical	.260	6.224	.000	.552	1.810
Philanthropic	.054	1.362	.174	.614	1.629

4.7.2 Research Objective 2: To Analyse the Moderating Effect of Religiosity Towards the Relationship Between CSR Dimensions (Economic, Legal, Ethical, and Philanthropic) with Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating

4.7.2.1 Economic CSR

This section explores the moderating role of religiosity in the relationship between the fast food industry's economic CSR and perceived role of fast food industry's CSR in promoting healthy eating. The analysis was conducted using the PROCESS, and the results are presented in Table 4.8 and Table 4.9. The findings show that religiosity plays a meaningful role in shaping how respondents interpret the impact of economic CSR initiatives carried out by the fast food industry ($\beta = .0195$, $p = .0398$). This suggests that individuals with stronger religious values tend to interpret the economic CSR initiatives of fast food companies differently compared to those with lower levels of religiosity. In other words, the level of religiosity influences how respondents evaluate the effectiveness of economic CSR practices in addressing the issue of globesity.

The moderating effect of religiosity can also be understood from the perspective that religious values often shape individuals' lifestyle choices, including their eating behaviour. Many religious teachings emphasise moderation, self-discipline, and responsibility in consumption, which indirectly influence how individuals evaluate food related practices and corporate behaviour. Individuals who place greater importance on religious values may therefore be more attentive to whether businesses operate responsibly and contribute positively to societal wellbeing. In the context of the fast food industry, economic CSR initiatives such as providing healthier food options and adopting responsible marketing practices may be perceived as consistent with these moral principles. As a result, respondents with higher levels of religiosity may view these initiatives more positively, as they align with the broader values of maintaining personal health and encouraging responsible consumption.

This finding highlights that personal values and belief systems can influence how CSR initiatives are interpreted by consumers. Religiosity does not only shape personal dietary choices but may also affect expectations towards corporate behaviour, particularly in industries that have a direct impact on public health such as the fast food industry. Therefore, the presence of religiosity as a moderating factor suggests that CSR

initiatives may be perceived differently depending on the underlying values held by individuals.

Economic CSR initiatives such as providing healthier food options, offering fair and transparent pricing, and practicing responsible advertising appear to align with moral and ethical values often emphasised in religious teachings. Many religions encourage moderation in consumption, responsibility towards one's health, and ethical behaviour in business practices. As a result, respondents who place greater importance on religious values may be more appreciative of economic CSR initiatives that promote healthier and more responsible food consumption.

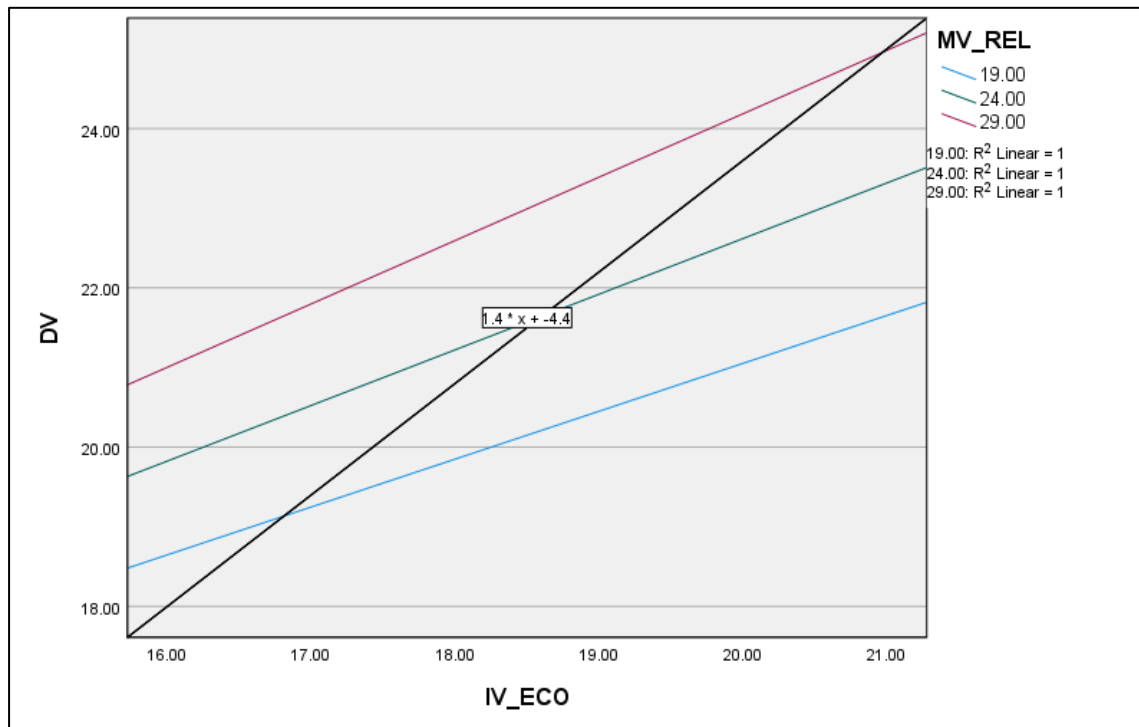
These findings suggest that religiosity can influence how individuals interpret corporate responsibility in the food industry. When economic CSR initiatives reflect values that are consistent with personal beliefs and moral principles, consumers are more likely to perceive these efforts as meaningful contributions towards promoting healthier eating and addressing the growing concern of obesity.

Table 4.10
PROCESS Analysis for Religiosity Moderates the Relationship Between Economic Responsibilities and Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating

	Coefficient	se	t	p
Constant	10.4699	1.0446	2.1981	.0284
IV: Economic	.2313	.2855	.0649	.9483
MV: Religiosity	-.0758	.2564	-1.0278	.3046
Interaction: Economic X Religiosity	.0195	.0094	2.0601	.0398

Table 4.11
Conditional Effect of Economic Responsibilities Moderated by Religiosity

Religiosity (MV)	Effect	se	t	p	95% CI	
					Low	High
19.000	.6011	.0709	8.4826	.0000	.4620	.7403
24.000	.6985	.0554	12.6020	.0000	.5896	.8073
29.000	.7985	.0747	10.6476	.0000	.6490	.9425



4.7.2.2 Legal CSR

This section examines whether religiosity influences how respondents interpret the fast food industry's legal responsibility in shaping their perception towards healthy eating. This finding suggests that religiosity does not play a strong role in shaping how young respondents perceive legal CSR initiatives implemented by the fast food industry ($\beta = .0202$, $p = .0761$). Efforts such as complying with health regulations, following food safety standards, and adhering to government guidelines appear to be viewed in a similar way regardless of the respondents' level of religiosity.

This perhaps due to the legal compliance is generally seen as a basic responsibility that companies are expected to fulfil. From the perspective of young consumers, these practices may be considered part of standard business operations rather than voluntary initiatives that reflect deeper moral or value driven commitments. As a result, legal CSR may not strongly influence perceptions about the role of the fast food industry in promoting healthy eating. Furthermore, government regulations are typically enforced through institutional mechanisms, which means that organisations are expected to comply regardless of their internal values or motivations. Therefore, young consumers may view these actions as part of standard industry practice rather than as initiatives driven by corporate responsibility. Because of this perception,

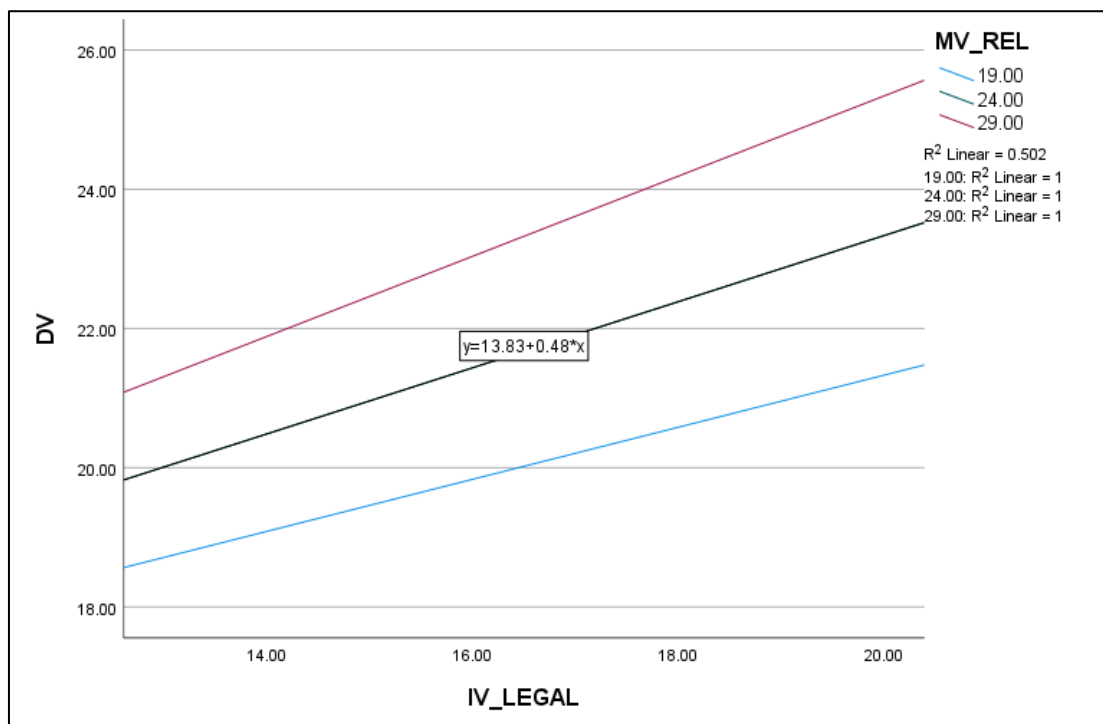
religiosity may have limited influence in shaping how legal CSR initiatives are evaluated.

This findings demonstrates that while religiosity may influence how individuals evaluate certain CSR practices, particularly those that reflect ethical behaviour moral values, it may not significantly affect how legal obligations are interpreted. Compliance with laws and regulations is often perceived as a minimum requirement that all companies must follow, rather than an initiative that demonstrates a proactive effort to promote healthier eating behaviours.

Table 4.12

PROCESS Analysis for Religiosity Does Not Moderate the Relationship Between Legal Responsibilities and Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating

	Coefficient	se	t	p
Constant	13.8978	4.1949	3.3130	.0010
IV: Legal	-.0095	.2626	-.0361	.9712
MV: Religiosity	-.0028	.1893	-.0149	.9881
Interaction: Legal X Religiosity	.0202	.0114	1.7765	.0761



4.7.2.3 Ethical CSR

This section investigates whether religiosity moderates the relationship between the fast food industry's ethical CSR initiatives and youth perceptions towards healthy

eating. Ethical CSR in this study refers to practices such as transparency in food ingredients, fair treatment of consumers, responsible marketing, and the willingness of companies to respond to public health concerns related to diet and obesity. The results presented in Table 4.11 indicate that religiosity does not significantly moderate the relationship between ethical CSR and the perceived role of the fast food industry in promoting healthy eating ($\beta = -0.0033$, $p = 0.6870$). This suggests that the influence of ethical CSR on youth perceptions towards healthy eating remains relatively consistent regardless of the respondents' level of religiosity.

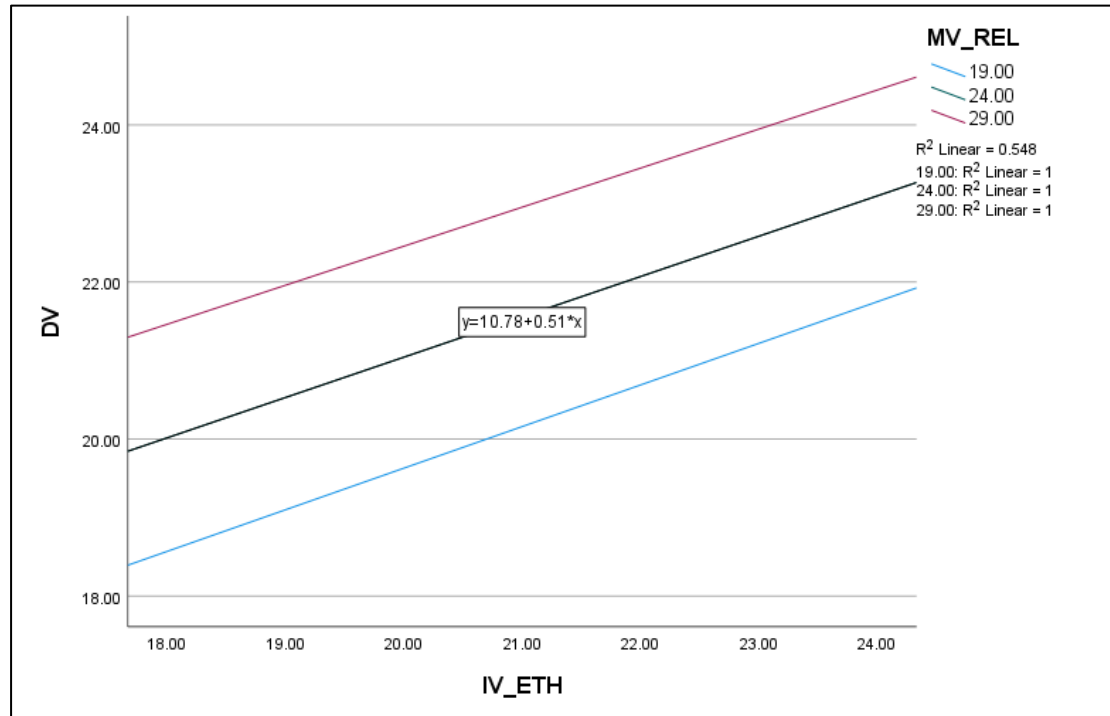
One possible explanation for this finding is that ethical behaviour in business is generally viewed as a universal expectation rather than something that depends on personal religious beliefs. Principles such as honesty, transparency, and fairness are widely accepted as fundamental standards of responsible corporate conduct. Therefore, respondents may perceive ethical CSR practices as basic responsibilities that companies should demonstrate, regardless of their individual religious values. In addition, ethical responsibilities in the food industry are closely linked to consumer protection and public trust. Young consumers may expect fast food companies to provide clear information about food ingredients, avoid misleading marketing practices, and demonstrate accountability in addressing health related concerns. Because these expectations are widely shared across society, religiosity may not significantly influence how respondents interpret ethical CSR initiatives undertaken by fast food companies.

From a broader perspective, this finding also reflects the nature of ethical responsibility within corporate social responsibility frameworks, where ethical practices represent widely accepted societal norms rather than values that are exclusively shaped by religious beliefs. As a result, young consumers may evaluate ethical CSR initiatives based on general expectations of responsible business behaviour rather than through the lens of religiosity. Overall, this finding suggests that ethical CSR is perceived as an essential component of responsible corporate behaviour in the fast food industry. Consequently, its influence on perceptions of the industry's role in promoting healthy eating appears to be broadly recognised among respondents regardless of differences in their level of religiosity.

Table 4.13

PROCESS Analysis for Religiosity Does Not Moderate the Relationship Between Ethical Responsibilities and Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating

	Coefficient	se	t	p
Constant	2.4215	4.1863	.5784	.5632
IV: Ethical	.5918	.2073	2.8556	.0044
MV: Religiosity	.3481	.1686	2.0643	.0394
Interaction: Ethical X Religiosity	-.0033	.0081	-.4030	.6870



4.7.2.4 Philanthropic

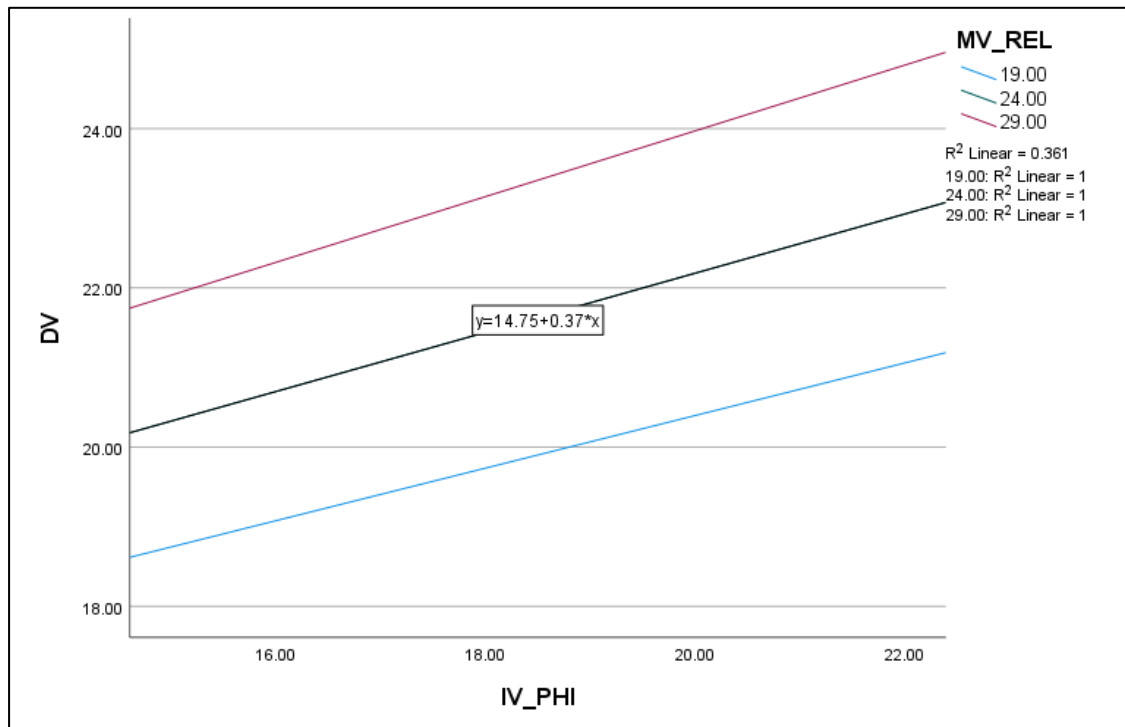
This section explores whether religiosity influences how respondents interpret the philanthropic responsibilities of the fast food industry in shaping youth perceptions towards healthy eating. In this study, philanthropic CSR refers to initiatives such as charitable donations, food aid programmes, and community involvement undertaken by fast food companies. The results presented in Table 4.12 indicate that religiosity does not significantly moderate the relationship between philanthropic CSR and the perceived role of the fast food industry in addressing globesity ($\beta = 0.0083$, $p = 0.3665$). This suggests that young consumers tend to evaluate philanthropic CSR initiatives in a similar way regardless of their level of religiosity.

It can be perceived that young consumers believe that philanthropic activities may not be directly associated with efforts to promote healthy eating. Initiatives such as charitable donations, food assistance, or community support programmes may be viewed as general acts of corporate goodwill rather than actions that specifically address dietary health concerns. As a result, these initiatives may not strongly influence how young consumers perceive the role of the fast food industry in encouraging healthier eating practices. In addition, respondents may perceive philanthropic CSR as activities that are separate from the core business practices of fast food companies. While such initiatives may contribute to community welfare or enhance the company's public image, they may not be seen as directly related to food choices, nutrition, or obesity prevention. Therefore, religiosity may have limited influence in shaping how respondents evaluate philanthropic CSR initiatives in the context of promoting healthy eating.

Overall, this finding suggests that philanthropic CSR initiatives alone may not play a major role in shaping youth perceptions about the responsibility of the fast food industry in addressing globesity. Instead, CSR initiatives that are more closely connected to the company's products and business practices may be perceived as more relevant in promoting healthier eating behaviour among young consumers.

Table 4.14
PROCESS Analysis for Religiosity Moderates the Relationship Between Philanthropic Responsibilities and Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating

	Coefficient	se	t	p
Constant	10.1363	4.0744	2.4878	.0131
IV: Philanthropic	.1734	.2246	.7722	.4403
MV: Religiosity	.1921	.1716	1.1198	.2632
Interaction: Philanthropic X Religiosity	.0083	.0092	.9036	.3665



4.7.3 Research Objective 3: To Evaluate the Moderating Effect of Eating Lifestyle Towards the Relationship between CSR Dimensions (Economic, Legal, Ethical, And Philanthropic) and Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating

4.7.3.1 Economic CSR

This section examines whether young consumers' eating lifestyle influences how they perceive the economic CSR initiatives of the fast food industry in promoting healthy eating. The results presented in Table 4.13 indicate that eating lifestyle does not significantly moderate the relationship between economic CSR and the perceived role of the fast food industry's CSR in promoting healthy eating ($\beta = -0.0060$, $p = 0.4949$). This finding suggests that differences in respondents' eating lifestyle, including how frequently they consume fast food, do not substantially change how they evaluate economic CSR initiatives undertaken by fast food companies.

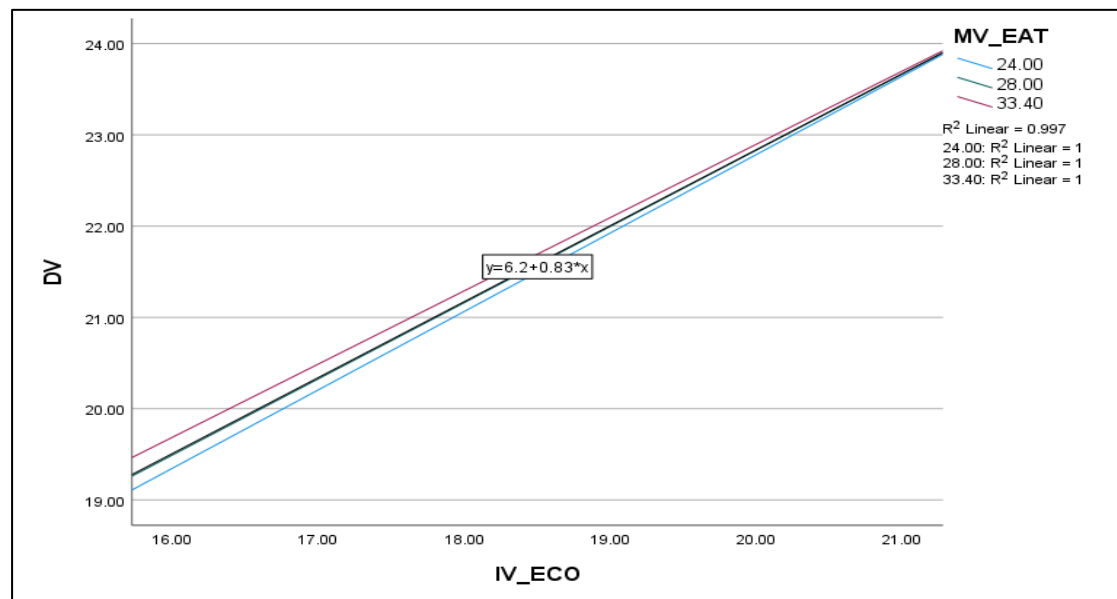
Economic initiatives such as providing affordable healthier menu options and maintaining reasonable pricing appear to be consistently valued by respondents regardless of their eating patterns. This perhaps due to the economic considerations are relevant to all consumers, regardless of their dietary habits. Affordable pricing and accessible healthier options benefit both individuals who frequently consume fast food and those who consume it less often. As a result, respondents may view economic CSR

initiatives as practical and beneficial efforts that support healthier food choices for the wider community. Overall, this finding indicates that respondents generally recognise the importance of economic CSR practices in promoting healthy eating. However, their personal eating lifestyle does not significantly influence how they interpret the contribution of these economic initiatives in addressing the issue of globesity.

Table 4.15

Analysis for Eating Lifestyle Does Not Moderate the Relationship between Economic Responsibilities and Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating

	Coefficient	se	t	p
Constant	2.4176	4.5332	.5333	.5940
IV: Economic	1.0040	.2614	3.8410	.0001
MV: Eating Lifestyle	.1328	.1595	.8326	.4054
Interaction: Economic X Eating Lifestyle	-.0060	.0088	-.6829	.4949



4.7.3.2 Legal CSR

This section examines whether eating lifestyle moderates the relationship between the legal responsibilities of fast food companies and the perceived role of the fast food industry's CSR in promoting healthy eating. The findings presented in Table 4.14 indicate that eating lifestyle does not significantly moderate this relationship ($\beta = -0.0032$, $p = 0.7515$). This result suggests that respondents tend to evaluate legal CSR initiatives in a similar way regardless of how often they consume fast food. Legal responsibilities such as complying with food safety regulations, adhering to health

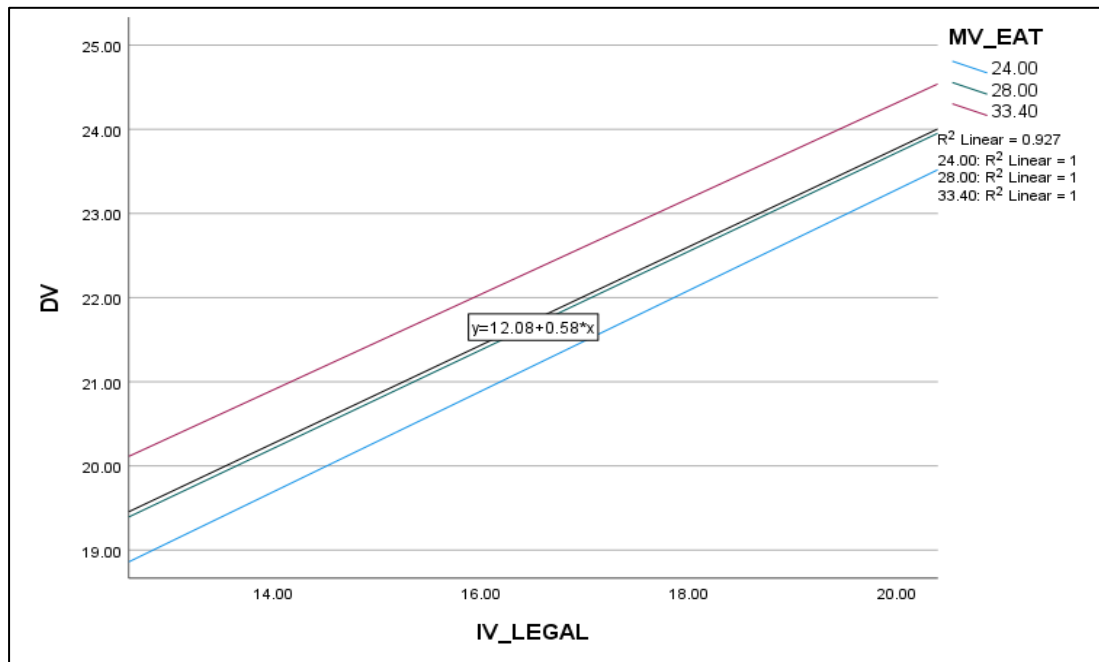
related policies, and following government guidelines are generally perceived as necessary obligations that companies must fulfil.

One possible explanation for this finding is that legal compliance is widely viewed as a fundamental requirement for businesses operating within the food industry. Consumers expect fast food companies to follow regulations that ensure food safety and protect public health. As a result, these legal responsibilities may be perceived as standard industry practices rather than initiatives that depend on individuals' eating habits. In addition, respondents may recognise that government regulations are designed to safeguard consumers and promote responsible business practices across the entire food industry. Therefore, their personal eating lifestyle may not strongly influence how they interpret the legal responsibilities of fast food companies in addressing the issue of globesity.

Table 4.16

Analysis for Eating Lifestyle Does Not Moderate the Relationship Between Legal Responsibilities and Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating

	Coefficient	se	t	p
Constant	7.1377	4.4483	1.6037	.1092
IV: Legal	.6760	.2857	2.3660	.0183
MV: Eating Lifestyle	.1738	.1638	1.0606	.2892
Interaction: Legal X Eating Lifestyle	-.0032	.0101	-.3168	.7515



4.7.3.3 Ethical CSR

This section examines whether eating lifestyle moderates the relationship between ethical CSR practices of fast food companies and youths' perceptions of the role played by the fast food industry in promoting healthy eating. The results indicate that eating lifestyle does not significantly influence this relationship ($\beta = -0.0058$, $p = 0.4474$). This means that respondents tend to evaluate ethical CSR initiatives in a similar manner regardless of their own eating habits or frequency of consuming fast food. In other words, whether respondents frequently consume fast food or practice a healthier diet does not substantially change how they perceive the ethical responsibilities of the fast food industry.

This finding suggests that ethical business practices are generally recognised by young consumers as an important responsibility of the fast food industry. Initiatives such as providing transparent information in food marketing, offering clear nutritional information, and ensuring fair treatment of customers are viewed as essential elements of responsible corporate behaviour. These practices help consumers make more informed decisions about their food choices and increase awareness about healthier eating options. Furthermore, the results imply that ethical CSR practices are valued consistently among young respondents, regardless of differences in their personal dietary habits. Even individuals who frequently consume fast food still expect

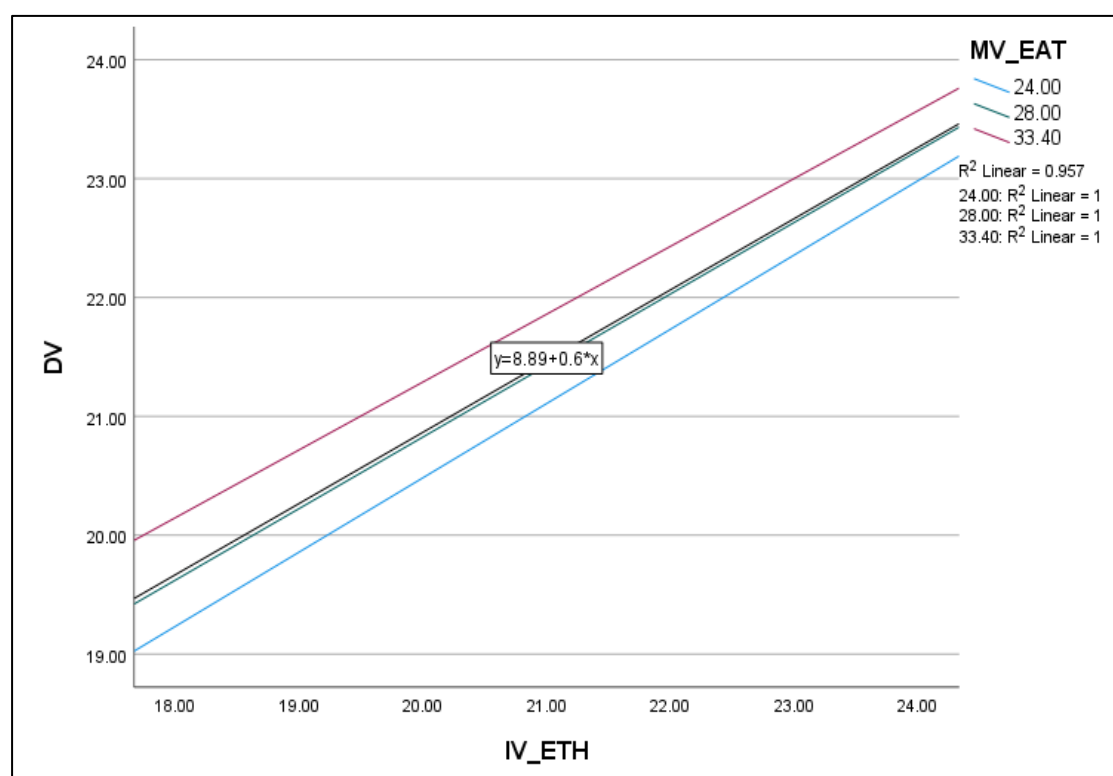
companies to uphold ethical standards in their business practices. This indicates that ethical responsibility is perceived as a fundamental obligation of the fast food industry rather than something that only appeals to health-conscious consumers.

Overall, the findings highlight that ethical CSR plays an important role in shaping youth perceptions of how the fast food industry can contribute to promoting healthier eating. Although eating lifestyle does not significantly moderate this relationship, ethical practices remain an important factor that strengthens public trust and encourages responsible food consumption among young consumers.

Table 4.17

Analysis for Eating Lifestyle Does Not Moderate the Relationship Between Ethical Responsibilities and Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating

	Coefficient	se	t	p
Constant	3.1670	4.5384	.6978	.4855
IV: Ethical	.7629	.2266	3.3668	.0008
MV: Eating Lifestyle	.2009	.1562	1.2860	.1989
Interaction: Ethical X Eating Lifestyle	-.0058	.0076	-.7602	.4474



4.7.3.4 Philanthropic CSR

This section examines whether eating lifestyle moderates the relationship between the philanthropic CSR initiatives undertaken by fast food companies and youths' perceptions of the role played by the fast food industry in promoting healthy eating. The findings indicate that eating lifestyle does not significantly influence this relationship ($\beta = -0.0128$, $p = 0.1466$). In other words, respondents tend to evaluate the philanthropic initiatives of fast food companies in a similar way regardless of their own eating habits or frequency of fast food consumption. This suggests that charitable efforts undertaken by the fast food industry are generally recognised and appreciated by young consumers. Initiatives such as donations to health-related causes, sponsorship of community health programmes, and support for public awareness campaigns are viewed as meaningful contributions by the industry in addressing public health concerns, including the rising issue of globesity. These efforts are perceived as part of the fast food industry's broader social responsibility to contribute to the well-being of the community.

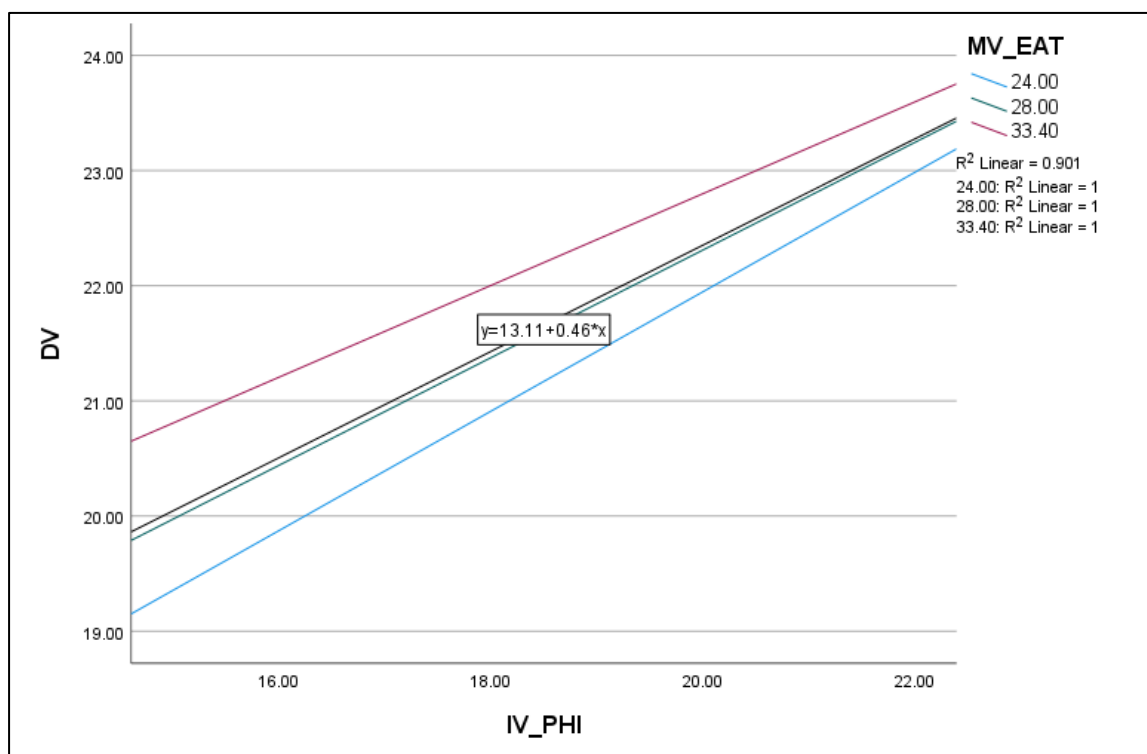
The findings also imply that young respondents do not differentiate their perceptions of philanthropic CSR based on their personal dietary habits. Even individuals who frequently consume fast food appear to acknowledge the importance of charitable initiatives undertaken by fast food companies. This indicates that philanthropic CSR is regarded as a positive contribution to society, regardless of individual lifestyle differences. Overall, the results suggest that eating lifestyle does not alter how respondents perceive the role of philanthropic CSR in promoting healthier eating. The perception of these initiatives remains relatively consistent among young consumers, highlighting that philanthropic activities by fast food companies are broadly viewed as supportive efforts in addressing health-related challenges and promoting community well-being.

Table 4.18

Analysis for Eating Lifestyle Does Not Moderate the Relationship Between Philanthropic Responsibilities and Perceived Role of Fast Food Industry's CSR in Promoting Healthy Eating

	Coefficient	se	t	p
Constant	3.2540	4.5695	.7121	.4766
IV: Philanthropic	.8260	.2580	3.2011	.0014
MV: Eating Lifestyle	.3464	.1622	2.1354	.0331

Interaction:				
Philanthropic X Eating Lifestyle	-.0128	.0088	-1.4532	.1466



Overall, the findings indicate that eating lifestyle does not significantly moderate the relationship between the four CSR dimensions of the fast food industry and youths' perceptions of the fast food industry's role in promoting healthy eating. This suggests that respondents tend to evaluate CSR initiatives in a relatively consistent manner regardless of how frequently they consume fast food. Whether the CSR initiatives relate to economic efforts, legal compliance, ethical practices, or philanthropic contributions, young consumers generally recognise these responsibilities as important roles that the fast food industry should undertake to support healthier eating behaviours.

4.7.4 Research Objective 4: To Investigate the CSR Activities Performed by the Fast Food Industry to Encourage Healthy Eating Practise among Youth

This section presents the findings for the fourth research objective. The qualitative data provide deeper insights that complement the quantitative results, focusing on the CSR activities undertaken by fast food restaurants to promote healthy eating among young generations. The information was gathered through interviews with

two representatives from fast food companies (Rightside and McDonalds) to explore the CSR initiatives currently implemented. These findings are organised thematically according to the four CSR dimensions: economic, legal, ethical and philanthropic as presented in Figure 4.2.

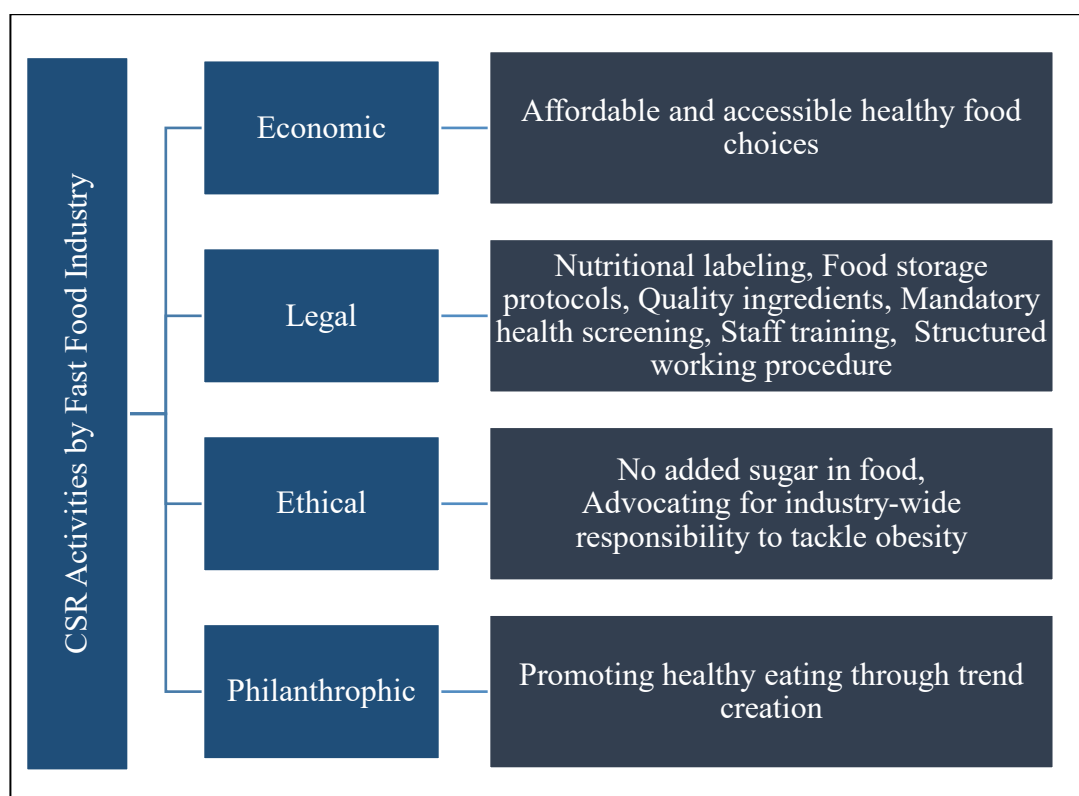


Figure 4.3 CSR Activities Performed by the Fast Food Restaurants in Malaysia

4.7.4.1 Economic CSR Activities

From an economic perspective, the fast food industry prioritises making healthier food options both **affordable and accessible to consumers**. In the context of this study, the Rightside company recognises that plant-based food is often perceived as more expensive compared to conventional fast food meals. To address this perception, the company intentionally maintains pricing strategies that are competitive with major fast food chains such as McDonald's and Burger King. By doing so, the company attempts to reduce the economic barrier that often discourages consumers from choosing healthier food alternatives.

The research team at Rightside also plays an important role in shaping the company's CSR initiatives and marketing strategies. Through market analysis and consumer behaviour research, the company seeks to understand the demand for plant-

based and healthier food options among consumers. This data-driven approach allows the company to align its product offerings and pricing strategies with consumer preferences while maintaining its commitment to promoting healthier eating habits. This finding is consistent with the quantitative results of this study, which indicate that economic CSR is perceived as one of the key factors influencing youths' perceptions of the fast food industry's role in promoting healthy eating. The survey results suggest that young consumers place considerable importance on affordability and accessibility when evaluating healthy food initiatives undertaken by fast food companies. This highlights that economic considerations remain a significant determinant of food choices among the younger generation.

However, while maintaining competitive pricing can improve access to healthier menu options, it does not necessarily guarantee that consumers will consistently choose these options. Fast food consumption among youth is often influenced by taste preferences, convenience, and social factors. Therefore, although affordability is an important enabling factor, it may need to be complemented with other strategies such as responsible marketing, menu reformulation, and consumer education to effectively encourage healthier eating behaviour. As explained by the informant:

*“Informed by market research, Rightside company strives to **keep prices competitive and affordable**, ensuring that a whole family can come down and sit down. For just 100 ringgits, the whole family can have a good meal.”*

(Supervisor of McDonald's Fast food, Male, 29 years old)

Overall, these findings suggest that economic CSR initiatives play an important role in reducing financial barriers to accessing healthier food choices. By offering competitively priced healthier menu options, fast food companies may help make healthier alternatives more attainable for a wider group of consumers, particularly among young people who are often sensitive to price differences. This supports the quantitative findings of the study, which indicate that affordability and accessibility are key considerations influencing youths' perceptions of the fast food industry's efforts to promote healthy eating.

However, it is important to recognise that improving affordability alone may not necessarily lead to substantial changes in eating behaviour. Young consumers' food choices are often shaped by multiple factors, including taste preferences, convenience,

marketing influence, and social trends. Therefore, while economic CSR can reduce financial barriers to healthier options, its overall impact on encouraging healthier dietary behaviour may remain limited if it is not supported by complementary strategies such as responsible marketing practices, menu reformulation, and greater consumer awareness of healthier food choices.

4.7.4.2 Legal CSR Activities

Legal compliance within the fast food industry is demonstrated through a range of operational practices aimed at ensuring food safety, quality control, and transparency for consumers. These practices reflect the industry's responsibility to comply with regulatory frameworks designed to safeguard public health. In the context of this study, the qualitative findings reveal that fast food companies implement several structured procedures to ensure that their food products meet established safety and quality standards.

One of the key legal practices highlighted by the informants is the **provision of nutritional labelling**. Nutritional information displayed on food packaging allows consumers to access details about ingredients, calorie content, and nutritional values, enabling them to make more informed dietary choices. This practice also ensures compliance with food transparency regulations and supports consumer awareness regarding healthier food consumption. As explained by the informant:

*“At McDonald’s, we **display nutritional information** on the packaging itself. Customers can see what ingredients are included in the food they are eating.”*

(Supervisor of McDonald’s Fast Food, Male, 29 years old)

Beyond transparency, strict **food storage protocols** are also implemented to maintain the safety and freshness of food products. Proper storage conditions, including temperature control and contamination prevention, help reduce the risk of spoilage and foodborne illnesses. These procedures ensure that food preparation processes comply with health regulations and maintain consistent quality standards within fast food operations. For instance, specific time limits are applied to food items such as burger patties to ensure freshness and safety.

*“Each patty has a specific usage time. We follow that strictly at McDonald’s to **ensure the food is fresh and safe.**”*

(Supervisor of McDonald’s FastFood, Male, 29 years old)

Another important legal responsibility identified by the informant relates to the sourcing and use of quality ingredients. Ensuring that ingredients are obtained from reliable suppliers and free from harmful additives is essential for maintaining both food safety and nutritional value. For example, McDonald’s emphasises the use of pure meat ingredients without unnecessary fillers, which reflects its commitment to maintaining product quality standards.

*“What I know is that at McDonald’s, **our chicken and beef are 100% pure.** There are no mixtures. Some fast-food brands mix meat with fat, which makes it less healthy.”*

(Supervisor of McDonald’s Fast Food, Male, 29 years old)

Additionally, Rightside maintains food safety and quality by producing the majority of its key ingredients, such as burgers and sauces, through a certified sister manufacturing company. This company holds internationally recognised certifications, including International Organization for Standardization (ISO) food standard, Hazard Analysis & Critical Control Point (HACCP), Halal Certification, Good Manufacturing Practices (GMPs), and Food Safety System Certification (FSSC) which demonstrate strict adherence to global standards for food safety, hygiene, and quality management.

*“Most of the food that we serve is produced by our sister company, which holds certifications for ISO, HACCP, and Halal. We also comply with GMP and obtained FSSC, ensuring that **our products meet internationally recognized standards for quality and safety.**”*

(Supervisor of McDonald’s Fast Food, Male, 29 years old)

In addition to product quality control, legal compliance within the fast food industry also involves employee health monitoring and food safety training. Staff members are required to undergo **medical screening and participate in food safety training** programmes before handling food products. These measures aim to minimise

contamination risks and ensure that employees possess the necessary knowledge to comply with hygiene regulations.

*“Before we start working at McDonald’s, staff must get a **typhoid injection**. Then, before they officially start work, we send them to a **food safety class**.”*

(Manager of Rightside Fast Food, Female, 37 years old)

*“**During orientation**, we introduce them to all restaurant practices. We also explain what is safe and what is not during food handling.”*

(Supervisor of McDonald’s Fast Food, Male, 29 years old)

Legal commitment to food safety was also demonstrated through the **structured use of Standard Operating Procedures (SOPs)**, particularly the Station Observation Checklist (SOC). This system provides a step-by-step guideline for food preparation processes, ensuring uniform hygiene practices among all crew members. These practices include proper handwashing, maintaining personal cleanliness, and using the appropriate protective equipment when handling food. As explained by the informants:

*“We **follow a system called SOC, Station Observation Checklist**. It tells crew members step-by-step what to do: wash hands, ensure personal cleanliness, and wear gloves. Blue gloves are for handling raw ingredients, and white gloves are used when preparing food for customers.”*

(Supervisor of McDonald’s Fast Food, Male, 29 years old)

Another informant added:

*“Yeah, we have **standard operating procedures for the kitchen**, for food preparation... how they dress, how they work, we do have standard operating... we have a manual for that.”*

(Manager of Rightside Fast Food, Female, 37 years old)

These findings suggest that legal CSR within the fast food industry is largely demonstrated through structured regulatory compliance mechanisms. Such practices help ensure food safety, product quality, and transparency, which are essential in

maintaining consumer trust. The findings also support the quantitative results of this study, which indicate that legal CSR contributes positively to youths' perceptions of the role played by the fast food industry in promoting healthy eating.

However, it is important to recognise that legal compliance primarily reflects a company's obligation to meet regulatory standards rather than a voluntary commitment to promoting healthier eating behaviours. While adherence to food safety regulations and transparency requirements strengthens consumer confidence, these measures may not directly influence dietary behaviour or reduce unhealthy consumption patterns. In other words, legal CSR ensures that food products are safe and properly regulated, but it does not necessarily address the broader structural drivers of globesity, such as high-calorie menu options, marketing strategies, and consumer lifestyle factors.

Therefore, while regulatory compliance remains a fundamental component of responsible business practice, it may function more as a baseline requirement rather than a transformative strategy for promoting healthier eating. This suggests that legal CSR should be complemented by stronger ethical and economic initiatives, such as reformulating menu items, improving nutritional profiles, and making healthier options more accessible. Such integrated CSR approaches may have greater potential to influence consumer behaviour and contribute to addressing the growing issue of globesity among young consumers.

4.7.4.3 Ethical CSR

The fast food industry demonstrated ethical responsibility by implementing internal practices that prioritise health and hygiene. One notable initiative highlighted by the informant is the **removal of added sugar from beverages and sauces**. This effort reflects a proactive step taken by the company to reduce unhealthy ingredients in their products. Such practices indicate that the fast food industry is becoming more aware of its ethical role in contributing to healthier food consumption. In addition, the informant emphasised that addressing obesity should not only be the responsibility of one organisation, but rather a shared commitment across the food industry.

*"All our beverages here are with **zero added sugar**. We got root beer, which is 0 sugar. We have milkshake with zero added sugar." Our sauces, our drinks, whatever... no added sugar."*

(Manager of Rightside Fast Food, Female, 37 years old)

*“The **responsibility should be on food manufacturers and fast food restaurants** to create some healthy options and promote them. We hope to play a role in this... helping people eat healthy and create awareness, so that even other eating outlets move towards it.”*

(Manager of Rightside Fast Food, Female, 37 years old)

These qualitative insights provide further explanation for the quantitative findings of this study, where ethical CSR was found to significantly influence the perceived role of the fast food industry in promoting healthier eating. The interview responses illustrate how ethical CSR practices are translated into actual initiatives, such as reformulating menu items and reducing sugar content. These efforts demonstrate that ethical responsibility within the fast food industry is not only reflected in corporate values, but also in concrete actions that may contribute to encouraging healthier eating among young consumers.

4.7.4.4 Philanthropic CSR

In terms of philanthropy, some fast food chains adopt creative approaches to promote healthier eating habits, particularly among younger consumers. Rather than relying solely on conventional philanthropic activities such as donations or sponsorships, these companies utilise their brand influence and marketing platforms to shape food trends that encourage healthier choices. This approach recognises that young consumers, especially Gen Z, who are highly influenced by social media, popular culture, and digital trends. Therefore, promoting healthy food through trendsetting can be more effective than simply delivering health messages or awareness campaigns.

The informant highlighted that food companies can play an important role in creating positive food trends that encourage healthier consumption patterns. By introducing attractive and appealing healthy options that align with current social media trends, fast food companies may influence young consumers to adopt healthier eating behaviours.

*“When a **healthy eating trend emerges**, like when a popular Korean group adopts certain foods, everyone tends to follow and line up for it, sometimes without a clear reason.”*

(Manager of Rightside Fast Food, Female, 37 years old)

This findings suggests that food trends may influence consumers' food choices, particularly among younger generations who are more exposed to digital media and influencer culture. From a philanthropic CSR perspective, leveraging social influence to promote healthier food options can be viewed as a positive initiative by the fast food industry to raise awareness about healthier eating. However, the quantitative findings of this study indicate that philanthropic CSR does not significantly influence the perceived role of the fast food industry in promoting healthier eating among young consumers.

This suggests that although philanthropic initiatives such as promoting healthy food trends may exist, these efforts may not be sufficiently visible or impactful for young consumers to perceive them as a key strategy in addressing obesity. Instead, young consumers may place greater emphasis on more direct initiatives, such as economic or ethical CSR practices that involve tangible changes to food offerings, pricing, or product reformulation. Therefore, while philanthropic initiatives can contribute to awareness-building, their role in shaping perceptions of the fast food industry's responsibility towards healthier eating appears to be less prominent compared to other CSR dimensions.

The next section examines the influence of government legal and policy frameworks on the CSR practices of the fast food industry. This section highlights how regulatory measures, policies, and government initiatives shape and guide the industry's efforts to promote healthier eating and address obesity.

4.7.5 Research Objective 5: To Assess the Influence of Government Legal and Policy Frameworks on the CSR Practices of the Fast Food Industry

The Malaysian government has taken a comprehensive and multifaceted approach to oversee the fast food industry, aiming to ensure food safety, quality, and nutritional standards for the protection of public health. The government needs to enforce legal measures effectively to ensure the fast food operators comply with established food safety, quality, and nutritional standards, thereby safeguarding public health and supporting efforts to combat globesity. This section presents the findings on

the legal initiatives taken by the government in enforcing legal measures to regulates the fast food industry as part of a broader strategy to combat globesity.

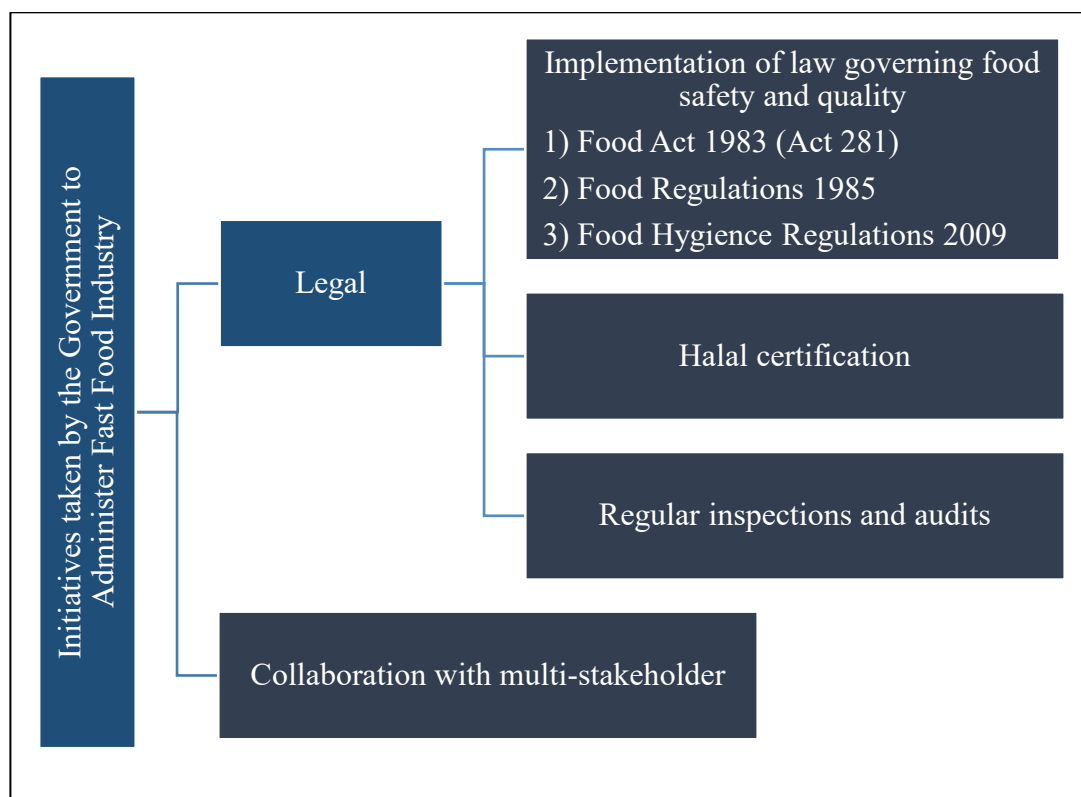


Figure 4.4 Initiatives taken by the Government to Administer the Fast Food Industry

As presented in Figure 4.3, Malaysia’s food safety and quality control, including food preparation, are governed primarily by the **Food Act 1983 and the Food Regulations 1985**. These regulations are implemented and enforced by the Food Safety and Quality Division (FSQD) of the Ministry of Health (MOH). The Food Act 1983 serves as the primary legal framework to ensure food safety, quality, and proper labelling in Malaysia. Meanwhile, the Food Regulations 1985 provide detailed standards and requirements supporting the Food Act 1983. These includes criteria for food hygiene, permissible food additives, contaminants, labelling requirements (including nutritional information), packaging and food handling practices.

*“Actually, key legal frameworks such as **The Food Act 1983 and Food Regulations 1985** established standards for food labelling, hygiene and also safety practices that fast food operators must follow.”*

*“Clear and accurate **food labelling regulation** enables consumers to make informed choices while public awareness campaigns promote healthy eating habits.”*

(Institute for Public Health, Female, 50 years old)

In Malaysia, **halal certification** is a formal recognition given by the Department of Islamic Development Malaysia (JAKIM) to certify that a product, service, or premises complies with Islamic dietary laws, making it permissible (halal) for Muslim consumption. Halal certification assures Muslim consumers that the food and services meet religious requirements, building consumer trust and expanding market reach within Malaysia’s Muslim-majority population.

*“Additionally, many fast food outlets in Malaysia **seek halal certification** from the Department of Islamic Development Malaysia or JAKIM to ensure compliance with Islamic dietary laws and hygiene standards.”*

(Ministry of Health, Female, 38 years old)

To ensure that food industry comply with these regulations, the Food Safety and Quality Division (FSQD) conducts regular inspections and audits. These monitoring mechanisms are essential to ensure that food businesses continuously comply with established food safety and quality standards. As highlighted by the informant:

“Regular inspection and audits conducted by the FSQD also help maintain adherence to these standards, addressing potential issues related to food quality and safety.”

(Ministry of Health, Female, 38 years old)

Addressing globesity does not rest solely on the government. It demands coordinated efforts from broad spectrum of stakeholders, including regulatory bodies, industry players, public health organisations, and the community. These stakeholders must work collaboratively to design and implement effective, evidence-based solutions that tackle the root causes of globesity.

*“Furthermore, the **government collaborates with the industry** to foster better practices and innovations such as reducing trans-fat and enhancing nutritional value. Overall, this multifaceted approach integrates regulatory framework, inspection, certification, public health initiatives and also industry collaboration to ensure the fast food industry meets rigorous standards of safety, quality and nutrition.”*

(Institute for Public Health, Female, 50 years old)

Overall, the findings discovered that the government plays a crucial role in shaping a healthier food environment through policy development, regulatory enforcement, and collaborative initiatives with industry stakeholders. These the government acts as a key driver in promoting healthier food environments and ensuring compliance with nutrition standards. This aligns with the quantitative results, particularly in relation to legal CSR, where compliance with regulations and nutrition standards significantly reflects the influence of government oversight in driving responsible industry practices and promoting healthier food environments.

4.8 Chapter Summary

This chapter discussed the quantitative and qualitative findings demonstrating that economic, legal, and ethical CSR activities significantly influence young consumers’ perceptions of the fast food industry’s role in addressing globesity, while philanthropic CSR has a limited impact. In addition, religiosity strengthens the effect of economic CSR, whereas a eating lifestyle does not significantly moderate these relationships. Qualitative insights discovered how fast food companies implement CSR initiatives and how government regulations guide industry practices. Ultimately, the findings highlight the need for CSR strategies aligned with public health objectives, culturally relevant approaches, and robust legal frameworks, providing a basis for practical recommendations and future research directions.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Chapter Introduction

This chapter discusses the findings of the study in relation to existing literature and practical implications, focusing on how the fast food industry's CSR practices namely: economic, legal, ethical, and philanthropic influence the perception of the youth towards fast food industry's CSR. The findings indicate that economic, legal, and ethical CSR significantly shape consumer perceptions, while philanthropic efforts remain less impactful. Religiosity was found to moderate the response to economic CSR, whereas eating lifestyle showed no moderating effect. Legal measures, particularly government regulations, reinforce CSR effectiveness and promote responsible industry practices. By combining these insights, this chapter contributes to the understanding of how the integration of voluntary health-related initiatives by the fast food industry and mandatory legal frameworks by the government creates more impactful approaches for tackling globesity, offering valuable guidance for both policymakers and industry stakeholders.

5.1.1 Fast Food Industry's CSR Practices Through Economic, Legal, Ethical, and Philanthropic Lenses to Address Globesity

This section presents the discussion on the first research objective; to examine the relationship between fast food industry CSR practices (i.e., economic, legal, ethical, and philanthropic) and the perceived role of the fast food industry's CSR in promoting healthy eating. CSR within the fast food sector is frequently conceptualised through four dimensions namely economic, legal, ethical, and philanthropic. Each contributes differently to how stakeholders perceive a company's role in society, particularly among young consumers. This variation reflects not only differing consumer expectations but also how fast food companies prioritise and communicate their CSR initiatives. In the context of globesity, these dimensions are not equally influential in shaping young consumers' views of the fast food industry's role in addressing globesity. The discussion of this section highlights the underlying reasons why certain CSR

dimensions resonate more strongly with young consumers and how these insights can guide more effective strategies to combat the global obesity epidemic (globesity).

This study found that economic and ethical CSR emerged as the most influential dimensions shaping young consumer's' perceptions of the fast food industry's commitment to tackling globesity. Economic CSR manifested through offering affordable healthier menu options, ensuring transparent pricing, and providing healthier fast food choices demonstrates a tangible alignment between profit motives and public health objectives. This alignment is critical, as it reinforces the argument that financial sustainability and societal well-being are not mutually exclusive but can be mutually reinforcing when strategically integrated. Therefore, the CSR strategies must not only prioritise financial sustainability but also integrate ethical commitments to health-oriented practices. This aligns with Porter and Kramer's (2011) concept of Creating Shared Value (CSV), which posits that businesses can achieve a competitive advantage by addressing societal needs.

Consumers increasingly seek meals that are not only healthier but also perceived as providing good value in terms of portion size, taste, and nutritional benefits. Recent trends among young consumers indicate a growing awareness of health and nutrition, as they place greater emphasis on a balanced diet and sustainability. Nevertheless, despite this heightened health consciousness, price sensitivity remains a key factor influencing their food choices, especially for those balancing tight budgets with social and academic commitments (Intel, 2022). Consequently, they tend to seek out convenient, affordable options that do not compromise on taste or nutritional quality. Therefore, offering low-priced healthier menu items directly addresses this barrier by making nutritious choices more accessible and appealing. This approach is critical as Kim and Kim (2022) argue, both affordability and perceived value significantly influence food selection, especially among young consumers with limited budgets.

Ethical CSR, on the other hand, emerges as a decisive factor because it directly addresses the trust deficit often associated with the fast food sector. In an industry long criticised for its role in promoting unhealthy consumption patterns, CSR initiatives such as ensuring transparent ingredient disclosure, reducing harmful additives, and responsible marketing to children are more than moral imperatives as they are strategic necessities for long-term legitimacy. This reflects the findings of Yoon et al. (2020), who highlight that consumers are increasingly discerning, rewarding companies that go beyond compliance to act with genuine moral responsibility. This alignment with the

Theory of Stakeholder Freeman (2010) further supports that the fast food industry must balance profitability with long-term health impacts to maintain legitimacy and consumer trust.

This finding signals the imperative for the fast food industry to recognise public health as a core stakeholder concern, positioning it alongside traditional priorities such as profitability and market share. Recognising public health as a key stakeholder interest requires the integration of health-oriented practices directly into the company's strategic framework and operations. This includes initiatives such as nutritional reformulation, reducing harmful ingredients, and transparent marketing that provide clear and accurate information to consumers. By adopting proactive ethical CSR centred on these health-focused efforts, fast food companies can strengthen consumer trust and credibility and eventually shape consumer behaviour by encouraging healthier purchasing decisions.

Legal CSR, which is statistically significant, holds a comparatively weaker influence, suggesting that mere regulatory compliance is insufficient to inspire confidence. Young consumers appear to interpret adherence to laws as a baseline expectation rather than a distinctive commitment to public health. This finding parallels the argument by Carroll (1999) in his CSR Pyramid, which posits that legal responsibilities form only the foundation layer of corporate responsibility, representing what is minimally required rather than what is exemplary. Similarly, Folkvord et al. (2020) observed that consumers often perceive legal compliance as a basic expectation and are more responsive to initiatives that voluntarily exceed regulatory mandates.

In the context of addressing globesity, this study suggests that merely complying with food safety and labelling regulations such as calorie disclosure may not be perceived as a meaningful effort to address obesity (Dumitrescu et al., 2018). Instead, young consumers may expect fast food companies to move beyond basic legal mandates and demonstrate a genuine, proactive commitment to tackling obesity at its root causes by adopting measures such as reformulating menus to reduce sugar and saturated fat, controlling portion sizes, and restricting marketing practices aimed at children. Such actions reflect a shift from compliance-driven CSR to an ethical, stakeholder-centred approach that prioritises long-term public health outcomes alongside business objectives.

Interestingly, philanthropic CSR failed to demonstrate a significant impact in the base model, challenging the common belief that community donations and charitable acts substantially enhance corporate reputation in this context. This result

strengthens the argument that sporadic acts of generosity, which socially commendable lack the systemic and sustained influence necessary to address complex, structural health issues like globesity. Young consumers are more influenced by the ways in which fast food industry integrate responsibility into their core operations than by one-off charitable contributions (Iwannanda et al., 2017). Such integration signals a genuine and sustained commitment to addressing structural health challenges.

Based on the findings, the fast food industry should integrate healthier eating initiatives across all CSR dimensions to address globesity effectively. Economically, they need to make healthy menu options competitively priced to attract young consumers without compromising profitability. Legally, every fast food company should anticipate and align with nutrition-related regulations, such as nutrition labelling and sodium reduction, even before the government legislates these measures, to demonstrate responsibility and avoid future compliance challenges. Ethically, CSR efforts should go beyond marketing campaigns, reflecting a genuine and consistent commitment to reformulating core menu items to address the global public health challenge of obesity. Last but not least, although the philanthropic CSR finding was not statistically significant, fast food companies can still benefit from maintaining visible community-oriented activities such as sponsoring nutrition education to position the fast food company as proactive contributor to public health while maintaining their business objectives.

5.1.2 The Role of Religiosity in Shaping Responses of Young Consumers towards Fast Food CSR Efforts (Economic, Legal, Ethical, and Philanthropic) in Addressing Globesity

This section discusses the findings for second research objective; to analyse the moderating effect of religiosity on the relationship between fast food industry CSR practices (i.e., economic, legal, ethical, and philanthropic) and the perceived role of the fast food industry's CSR in promoting healthy eating. The findings indicate that religiosity significantly moderates the impact of economic CSR, suggesting that young consumers with stronger religious beliefs place greater emphasis on the affordability, transparency, and accessibility of healthier food options. This suggests that economic aspects of CSR resonate more deeply, likely because such values align with religious teachings that emphasize care for community welfare, fairness and responsible stewardship of resources.

From the lens of Stakeholder Theory, religiosity shapes the expectations and priorities of consumers, influencing how they interpret and respond to corporate initiatives. Therefore, they tend to care more about whether healthy food is affordable, fairly priced, and accessible to everyone, not just expensive options for a few. This is consistent with findings from studies by Pfeiffer et al. (2018) and Zhang (2018), which argued that religious teachings often call for adherence to principles of fairness, moderation, and care for one's health, encouraging followers to support affordable and accessible healthy food options as part of their spiritual and ethical obligations.

Many religions encourage followers to practise moderation in consumption and to care for their health as a form of respect for their spiritual beliefs (Ansari et al., 2017). Consequently, in this situation, religious individuals may expect companies, especially, in the food industry, to offer products that align with these values by being affordable, transparent, and accessible. It can be perceived that economic CSR efforts such as providing healthier menu options at reasonable prices are seen not merely as business strategies but as ethical imperatives that resonate with religious consumers' expectations. Therefore, religiosity can intensify the importance placed on economic CSR initiatives, as these reflect followers' broader spiritual and moral commitment.

In contrast, religiosity did not significantly moderate the effects of legal, ethical, or philanthropic CSR dimensions. This may be explained by the perception that legal CSR constitutes a baseline requirement expected from all companies, while ethical and philanthropic CSR are often viewed as discretionary or supplementary efforts that do not directly engage with consumers' core spiritual or moral concerns related to health and fairness (Chrisjatismiko & Margareth, 2018; Mahmood & Bashir, 2020). Hence, religiosity has little influence on how young consumers evaluate these types of CSR efforts.

5.1.3 The Influence of Eating Lifestyle on Young Consumers' Perceptions of Fast Food CSR (Economic, Legal, Ethical, and Philanthropic) in Tackling Globesity

This section discusses the findings of the third research objective; to evaluate the moderating effect of eating lifestyle on the relationship between fast food industry CSR practices (i.e., economic, legal, ethical, and philanthropic) and the perceived role of the fast food industry's CSR in promoting healthy eating. This study discovered that eating lifestyle does not moderate the relationship between the young consumers' perceptions of fast food CSR and addressing globesity. This indicates that both health-

conscious young consumers and frequent fast food consumers alike share similar expectations regarding CSR initiatives. This uniformity may be attributed to a growing general awareness and concern about the globesity issue among young consumers, irrespective of their personal eating lifestyles.

Prior research confirms that public health issues such as obesity have become a collective societal concern, prompting consumers to expect consistent corporate accountability (Dumitrescu et al., 2018; Kim & Ramos, 2018; Yoon et al., 2020). From the perspective of Stakeholder Theory, all consumers, irrespective of lifestyle, are key stakeholders who demand responsible corporate conduct addressing pressing public health issues (Freeman, 2010). Hence, it is pertinent for fast food companies to acknowledge that young consumers, regardless of their eating habits, look forward to meaningful and consistent CSR efforts that address the root causes of globesity. Hence, they are able to build consumer trust, enhance brand legitimacy, and contribute effectively to public health outcomes.

5.1.4 Addressing Globesity Through CSR Activities in Fast Food Restaurants

This section presents the key findings for the fourth research objective; to investigate the CSR activities performed by the fast food industry to encourage healthy eating practices among youth particularly through the lens of Rightside and McDonald's. The fast food industry's approach to addressing globesity can be conceptualised using Carroll's CSR dimensions, which integrate four dimensions: economic, legal, ethical, and philanthropic responsibilities.

From an economic perspective, fast food companies prioritise making healthier food options both affordable and accessible, recognising that price competitiveness is crucial in influencing consumer choices, particularly for young consumers (Wani & Sarode, 2018; Xiao et al., 2019). This economic responsibility is supported by market research and consumer behaviour analysis to ensure that the product offerings meet demand while promoting healthy eating. Since the majority of respondents in this study are students who have not yet earned personal income, offering nutritious meals at affordable prices is a key factor in attracting young consumers to fast food restaurants.

Recognising that price is a major concern for young consumers, the fast food industry should strategically price healthier menu items to remain competitive and appealing. Additionally, promotional campaigns can be used to encourage young

consumers to choose healthier options. This approach effectively bridges the gap between health and affordability, making it easier for young people to select nutritious meals without experiencing financial strain. By doing so, fast food chains are not only fulfilling their basic economic responsibilities but also contributing meaningfully to the broader public health goal of reducing obesity.

From a legal perspective, fast food companies demonstrate compliance with food safety regulations and transparency requirements through several practices. Measures such as providing clear nutrition labelling, adhering to strict food storage protocols, sourcing quality ingredients from certified suppliers, and enforcing mandatory health screening and providing food safety training for staff reflect a company's commitment to safeguarding public health. Importantly, this compliance should not be viewed merely as a means of avoiding legal penalties; rather, it embodies the company's responsibility to act in ways that actively protect and promote public well-being (Tahir et al., 2022).

As noted by Mahmood and Bashir (2020), companies that proactively understand and meet their legal responsibilities demonstrate accountability and build legitimacy in the eyes of stakeholders. In the context of this study, this legitimacy translates into consumer trust, reinforcing the fast food industry's role in promoting healthier eating environments for the young generation, and ultimately supporting efforts to curb the rising prevalence of globesity.

From an ethical perspective, fast food companies have a moral obligation to go beyond legal compliance and actively contribute to healthier dietary environments, particularly for the younger generation, who constitute a significant share of their recurring consumers (Mohd Hatta et al., 2022). This responsibility is grounded in the recognition that the industry's products and marketing strategies can significantly influence their eating lifestyles and, consequently, their long-term health outcomes. Ethical conduct in this context entails not only providing accurate nutritional information but also making conscious efforts to reduce excessive sugar, salt, and unhealthy fats in menu items, promoting balanced meal options, and avoiding marketing practices that target children and adolescents with unhealthy choices.

By embedding these considerations into their business practices, companies align their operations with societal expectations of fairness, responsibility, and care for vulnerable populations. Such initiatives demonstrate respect for consumers' well-being and a willingness to prioritise public health over purely profit-driven motives. Since

young people are among their most frequent customers, fast food companies must undertake proactive measures in untangling the complex causes of obesity (Che Mat et al., 2016). Thus, the fast food industry can position itself as an ethical partner in efforts to combat globesity. This is possible by shifting dietary norms, empowering informed decision-making, and supporting healthier lifestyles among the young generation. Moreover, the fast food companies may assist in addressing the interconnected factors that lead to obesity, ranging from unhealthy eating habits to aggressive promotional tactics; thereby, repositioning their image from problem contributors to active change agents.

Last but not least, from a philanthropic perspective, fast food companies have the opportunity to leverage their resources and influence to foster healthier communities and support public health initiatives targeting globesity, particularly among the young generation. This form of CSR transcends legal and economic obligations, reflecting Carroll's (2016) highest CSR dimension, which is philanthropy, entails discretionary actions aimed at benefiting society. These initiatives involve voluntary actions such as sponsoring nutrition education programmes, supporting campaigns that raise awareness about balanced diets and physical activity, and partnering with schools to promote healthy lifestyles.

These voluntary actions extend beyond regulatory compliance or business interests; they reflect a genuine commitment to social well-being and shared responsibility in addressing the complex, multifaceted challenge of obesity (Kent et al., 2020). By leveraging their influence and resources through philanthropic initiatives, fast food companies can facilitate changes in public perceptions, empower consumers with knowledge, and address the underlying determinants of obesity. This approach aligns with Carroll's CSR framework, where philanthropy represents the highest level of corporate responsibility, which is discretionary actions that improve societal health outcomes and support long-term obesity prevention.

5.1.5 Government Regulation of the Food Industry: Protecting Public Health and Preventing Obesity

This section presents the discussion on the fifth research objective, to assess the influence of government legal and policy frameworks on the CSR practices of the fast food industry. The government's legal initiatives are critically important in ensuring that fast food operators adhere to standards of food safety, quality, and nutritional

content, thereby protecting public health and supporting national obesity prevention efforts. This can be illustrated through the lens of legal CSR, a core dimension in Carroll's (2016) CSR Pyramid. In the context of this study, government legislation and enforcement establish the baseline standards that fast food companies must comply with to ensure food safety, quality, and nutritional transparency.

The government's effort also shows the importance of public health governance using roles and policies to create healthier environments. Regulations on food labelling and hygiene are designed to provide consumers with clear information and to protect them from unsafe food, thereby, assisting them to make better food choices and reducing risks associated with obesity (Rehman et al., 2022). Halal certification adds another important layer by respecting the religious needs of most Malaysians. This ensures the food is not only safe but also meets cultural and religious standards, which increases trust among consumers.

Besides enforcement, the government also works together with fast food companies to encourage healthier food options, like reducing unhealthy fats. This collaboration benefits both public health and the businesses themselves, showing how companies and the government can work together for shared goals. This approach follows global recommendations by the World Health Organization (WHO) WHO "Health service delivery framework for prevention and management of obesity" that fighting obesity needs cooperation between government, business, and communities. The successful responses to overweight and obesity require health systems that embrace a whole-of-society approach aimed at improving overall health and well-being for all.

This is parallel with the principles of Primary Health Care (PHC), as established in the Declaration of Alma-Ata 197 and reaffirmed by the Declaration of Astana 2018 (World Health Organization, 1978; World Health Organization & UNICEF, 2018). Three components of PHC are:

- Primary care and essential public health functions; the foundation of integrated health services, ensuring accessible and comprehensive care
- Emphasis on multisectoral policies and actions; recognizing that health is influenced by factors beyond the healthcare sector alone, including education
- Empowerment of people and communities; participate actively in decisions and actions that affect their health to ensure the sustainability of health initiatives.

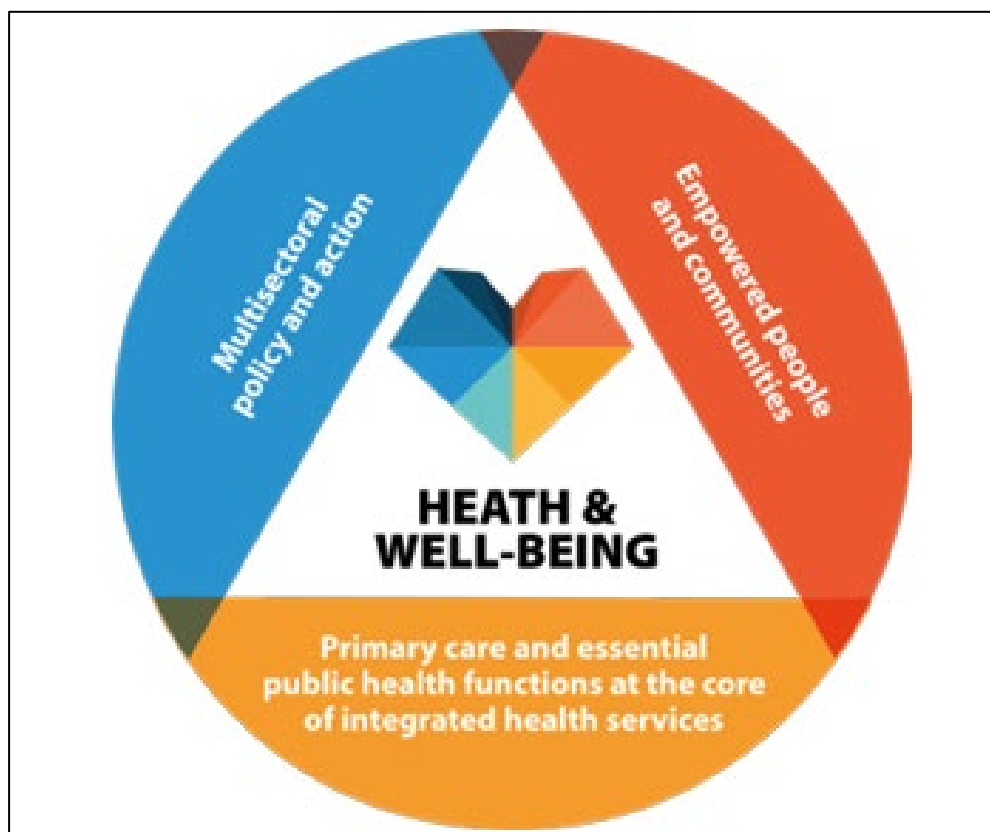


Figure 5.1 Components of Primary Health Care (PHC)
(Source: World Health Organization, 2023)

Integrating these components creates a healthy system capable of effectively responding to the complex causes of obesity by coordinating efforts across sectors. For example, the current public health programs in Malaysia addressing nutrition and obesity include initiatives such as Kempen Perang Atas Gula and NutriHub, which focus on reducing sugar consumption and promoting healthy dietary choices, the ‘My Best Me’ National Obesity Awareness Campaign, which raises awareness of obesity-related health risks, Bulan Pemakanan Malaysia / Healthy Eating Campaigns, which encourage balanced and nutritious diets, and KOSPEN (Komuniti Sihat, Negara Sejahtera/ Healthy Community, Nation Builders Programme), which aims to promote healthy lifestyles at the community level. These programs provide the policy context within which the fast food industry’s CSR initiatives operate, offering both regulatory guidance and public health benchmarks that shape corporate strategies to encourage healthier eating among youths.

Overall, the government’s legal measures create the foundation that encourages fast food companies to be responsible and contribute to improving public health. These

legal frameworks not only protect consumers but also motivate fast food companies to uphold a higher standard of CSR. Ultimately, the integration of multisectoral governance and robust legal measures enables a more effective response to globesity, fostering healthier food environments and empowering both consumers and industry players to be part of the solution.

5.2 Recommendations Based on Findings

5.2.1 The Fast Food Industry Should Strengthen Its CSR Commitments

Currently, Malaysia's fast food industry leans heavily on economic, legal, and ethical aspects, with limited emphasis on philanthropic CSR such as community health initiatives, nutritional education, or long-term sponsorship of wellness programs. This gap offers an opportunity for fast food companies to reposition themselves as socially responsible agents by investing more in philanthropic efforts that promote public health. Although the findings of this study did not reveal a statistically significant relationship between philanthropic CSR towards encouraging the youth to practise healthy eating, this does not diminish its strategic relevance. The limited emphasis on philanthropic initiatives within Malaysia's fast food industry indicates a potential gap that fast food company can leverage for differentiation.

Drawing from global benchmarks such as the Subway Cares Foundation, fast food companies can expand their CSR scope to include community health promotion, nutritional education, and youth development programs. Such initiatives may not yield immediate measurable outcomes but can contribute to long-term brand equity, stakeholder trust, and alignment with increasing societal expectations regarding public health. For instance, the Subway Cares Foundation by expanding their philanthropic efforts to address community health needs, promote nutritional education, and support youth development. The Subway Cares Foundation advances public health through philanthropy by focusing on three primary pillars, which are:

- Hunger Relief: Ensuring access to nutritious food for individuals facing food insecurity;
- Tuition Assistance: Providing financial support for higher education and vocational training; and

- **Supporting Tomorrow's Leaders:** Offering coaching, mentoring, and leadership development opportunities for youth

In 2024, the Subway Cores Foundation awarded \$300,000 in grants to six nonprofit organisations to provide youth with greater access to nutritious food, tuition assistance, and leadership opportunities (Shelton, 2024). By investing in long-term wellness programs and partnering with nonprofits, they can build stronger community trust and enhance their social responsibility image. This approach not only benefits public health but also helps reposition fast food brands as proactive contributors to address globesity and related health issues.

5.2.2 Align Government Policies to Focus on Combating Obesity

The government plays a crucial role in driving corporate accountability and advancing public health objectives. To effectively combat obesity, current policies should be revisited and strengthened to effectively support and incentivize the adoption of healthier business practices within the fast food industry. Key policy measures include offering tax incentives for healthier menu options to encourage fast food companies to develop and promote nutritious choices; implementing mandatory menu labelling requirements to provide consumers with clear and comprehensive nutritional information; enforcing stricter regulations on advertising unhealthy foods, particularly those directed at children policy orient to minimize; exposure and influence; and the integration of CSR into national nutrition frameworks.

For example, the Malaysian government, through the Ministry of Health's National Plan of Action for Nutrition of Malaysia (NPANM III 2016–2025), promotes multi-sectoral collaboration with the food industry, including fast food operators, by encouraging product reformulation, nutrition labelling, and healthier food initiatives as part of national efforts to reduce obesity and improve population nutrition. This effort should be expanded as part of corporate social responsibility strategies, where fast food companies actively align their business practices with national public health objectives.

To encourage the fast food industry to adopt healthier practices, the government can offer incentives that make it financially and operationally attractive for companies to improve their food offerings. For example, tax reductions or tax rebates can be given to fast food operators that introduce healthier menu options, reduce sugar, salt, or fat

content, and clearly display nutritional information. In addition, incentives such as grants, recognition schemes, or certification benefits can be provided to companies that actively promote public health initiatives or reformulate their products. These measures help motivate the industry to participate more willingly in public health goals while still maintaining their business sustainability.

Such alignment will ensure that CSR initiatives are not merely voluntary but strategically guided to promote healthy eating and subsequently address obesity and non-communicable diseases (NCDs). Several countries have implemented policy measures that align government action with industry practices to combat obesity. For instance, Chile has introduced strict regulations on food labelling and advertising, including mandatory front-of-package warning labels for high sugar, sodium, and fat content. These comprehensive policy leads to positive changes in consumer behaviour and industry reformulations (Tailie et al., 2020).

Similarly, the United Kingdom has introduced a sugar tax in soft drinks, mandatory calorie labelling on menus for large food outlets and advertising restrictions aimed at reducing childhood obesity (Roberto et al., 2016). These initiatives have incentivized companies to reformulate products and increase consumer awareness. Recently, the Ministry of Health has launched a Strategic Plan to Reduce Sugar among Malaysians 2024 - 2030 in June 2024, aimed at addressing the rising public health challenge of excessive sugar consumption and its associated risks, including obesity and diabetes. This plan serves as a critical intervention to combat the non-communicable diseases (NCDs) burden through coordinated policy, education regulation, and community involvement (Bernama, 2024). This comprehensive and multisectoral plan deserves commendation for its proactive, well-coordinated approach in tackling one of Malaysia's pressing public health issues.

5.2.3 Emphasize Multi-Stakeholder Collaboration

The World Health Organization (WHO) strongly advocates for multi-stakeholder collaboration to effectively address complex health challenges like obesity. WHO emphasizes that tackling obesity requires coordinated efforts across various sectors including government bodies, the private sector, civil society, academia, and communities to implement comprehensive and sustainable solutions. For example, WHO's Global Action Plan for the Prevention and Control of Noncommunicable

Diseases (2013-2020) calls for multisectoral collaboration to reduce risk factors such as unhealthy diets and physical inactivity. WHO also promotes the whole-of-society and health-in-all-policies approaches, encouraging governments to engage diverse stakeholders to design policies and programs that tackle obesity from multiple angles.

In the Malaysian context, addressing the growing burden of obesity requires a similar whole-of-government and whole-of-society approach, where coordinated efforts are undertaken across relevant ministries and agencies. This is consistent with national initiatives such as the National Plan of Action for Nutrition of Malaysia (NPANM), which supports intersectoral collaboration to promote healthier lifestyles. Several key Malaysians ministries and agencies that can play a role in practicing WHO's multi-stakeholder collaboration to address obesity are:

Ministries/Agencies	Roles and Responsibilities
 Ministry of Health (MOH)	Lead public health initiatives, nutrition education, and policy enforcement (food safety and sugar reduction campaigns)
 Ministry of Education (MOE)	Integrate nutrition and physical activity programs into schools, promoting healthy eating habits among students
 Ministry of Domestic Trade and Consumer Affairs (KPDNHEP)	Oversee food labelling, advertising regulations, and consumer protection related to food choices
 Ministry of Youth and Sports (KBS)	Promote physical activity and healthy lifestyles among youth
 Ministry of Communications	Run public awareness campaigns and regulate advertising, especially targeting children

 Ministry of Women, Family and Community Development (KPWKM)	Support initiatives that promote healthy lifestyles, nutrition education, and wellness programs targeted at women, children and vulnerable groups
 National Population and Family Development Board (LPPKN)	Support family health education and community outreach

Figure 5.2 Ministries/Agencies Involved in Addressing Globesity

5.2.4 Adopt International Standards and Benchmarks for CSR in the Fast Food Industry

To enhance the effectiveness and credibility of CSR initiatives in addressing globesity, Malaysia's fast food industry should adopt recognised international standard and benchmarks. Aligning CSR initiatives with globally accepted frameworks such as the United Nations Sustainable Development Goals (SDGs), ISO 26030:2019 Social Responsibility Guidelines, and industry-specific best practices can help the companies ensure their actions are transparent, measurable, and impactful. ISO 26030:2019 provides practical guideline for applying the principles of ISO 26000:2010 within the food sector. It focuses on seven core subjects of social responsibility which comprise:

- Organizational governance – Ethical decision-making, transparent management, and accountability within the company
- Human rights – Ensuring fair treatment for all individuals involved in the supply chain
- Labour practices – Promoting safe, healthy, and fair working conditions for all employees
- Environment – Reducing the environmental footprint through sustainable sourcing, waste management, and energy efficiency
- Fair operating practices – Preventing corruption, ensuring fair competition, and promoting responsible political involvement
- Consumer issues – Providing safe, healthy, and sustainable food, including accurate nutrition information and responsible marketing

- Community involvement and development – Supporting local communities through skills development, health initiatives, and sustainable economic activities

Malaysia's fast food companies could pioneer the integration of ISO 26000:2010 within their CSR frameworks, filling a gap in transparent and standardised social responsibility practices (ISO, 2000). This international standard emphasises consumer issues and community involvement, enabling fast food companies to address nutrition, obesity prevention better, and engage with healthy eating education. Malaysia's fast food industry should adopt international standards to ensure that its CSR initiatives in addressing globesity are more structured, credible, and impactful. Frameworks such as the United Nations Sustainable Development Goals (SDGs) and ISO 26000/26030 provide clear guidance that helps translate broad CSR intentions into measurable actions, allowing companies to plan, implement, and evaluate their efforts more systematically. These standards also strengthen transparency and accountability, enabling stakeholders such as government, consumers, and the public to assess whether companies are genuinely contributing to healthier food environments. In addition, alignment with global benchmarks enhances consistency and global competitiveness, particularly as many fast food brands operate across multiple countries and are increasingly expected to follow recognised sustainability and social responsibility practices.

5.2.5 Promote Self-Management in Health Care among the Young Generation

Self-management is a foundation of long-term obesity prevention and treatment, empowering individuals to take an active role in managing their health. This effort shifts from reactive medical interventions to proactive daily behaviours, enabling sustained lifestyle changes and improved quality of life, particularly the young generation. This includes consuming a balanced diet with controlled portion sizes, engaging in regular physical activity, minimizing sedentary behaviour and ensuring adequate sleep. WHO "Health service delivery framework for prevention and management of obesity" framework highlight that individual should monitor their daily food intake and calorie consumption, aiming for balanced nutrition and appropriate portion sizes (Figure 5.3).

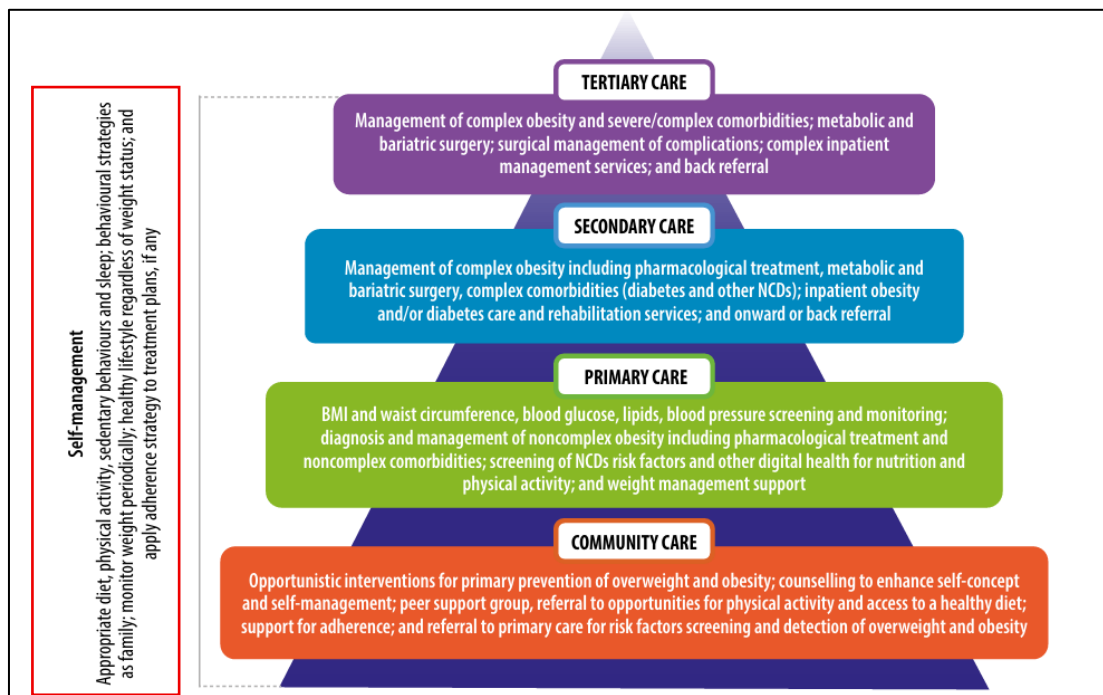


Figure 5.3 WHO's Framework on Obesity Prevention and Management Interventions for Adult

(Source: World Health Organization, 2023)

The use of technology such as digital food diaries can help to track calories and help them to control their eating habits. In addition, periodic monitoring of body weight and waist circumference enables early detection of weight changes. Embedding these practices within family or community support systems enhance motivation, consistency, and helps to establish long-term healthy lifestyle patterns before obesity develops.

5.3 Practical Implications of the Study

This study provides valuable insights for multiple stakeholders involved in addressing youth obesity through the fast food industry's CSR practices. By identifying gaps and opportunities, the findings highlight actionable strategies that can enhance ethical standards, promote healthier food environments, and align industry efforts with national health priorities. The recommendations provided in this section are tailored to the fast food industry, the government, and the young generation, with the objective of fostering a collaborative approach towards sustainable obesity prevention and healthier lifestyles among the Malaysian young generation.

5.3.1 Fast Food Industry

Fast food companies should regularly review and revise their CSR strategies to ensure alignment with public health objectives, particularly in addressing globesity. The fast food industry has a direct influence on dietary habits and public health, particularly among young consumers. This study demonstrates that economic responsibility is crucial, as price and value significantly influence young consumers' food choices. Fast food brands can therefore promote healthier eating by offering nutritious meals at competitive prices, making them more accessible to young consumers. Next, fast food companies can improve ethical practices by maintaining high hygiene standards, removing added sugars and artificial ingredients, and providing transparent nutritional information to build consumer trust.

Community involvement is another key area; young consumers respond positively to philanthropic initiatives, such as health awareness events and organised campaigns that encourage a healthy lifestyle. By promoting nutritional awareness, fast food companies contribute to public health beyond their commercial interests. Finally, fast food companies should evaluate CSR effectiveness by monitoring consumer responses to health-related initiatives through surveys, feedback forms, or tracking the sales of healthier products ensuring that strategies to prevent obesity are both impactful and responsive to stakeholder needs.

5.3.2 Ministry of Health (MOH)

The Ministry of Health (MOH) plays a pivotal role in guiding the fast food industry towards public health-oriented CSR. By developing national CSR guidelines, the MOH provides a structured framework for fast food companies to align their initiatives with Malaysia's broader health priorities. This ensures that CSR efforts are strategic and contribute meaningfully to objectives such as addressing globesity and promoting healthier lifestyles among the young generation. Additionally, the MOH can offer targeted initiatives to encourage collaboration with the industry, including:

- Joint health campaigns: Partnering with fast food brands to promote programmes such as “Choose 500kcal meals” or “Healthy Lunch Challenge” in schools and universities

- Workshops and training: Guiding fast food operators on healthy menu development and responsible marketing practices
- Incentive schemes: Offering recognition to fast food companies that actively participate in public health initiatives or demonstrate measurable improvements in promoting healthier eating habits

Through these initiatives, the MOH not only sets standards but also actively supports and facilitates meaningful industry participation in combating obesity, fostering a cooperative approach between government and industry.

5.3.3 Young Generation

The findings of this study hold important implications for the young generation in Malaysia, a group that stands at the forefront of both the challenges and solutions to the globesity epidemic. Awareness of CSR practices particularly those related to healthier menu options, transparent nutritional information, and ethical marketing can empower young consumers to make more informed dietary choices. More importantly, this study urges the young generation to adopt a proactive role by engaging with and supporting businesses that demonstrate genuine, long-term commitment to public health, while also participating in advocacy efforts that call for stronger legal and ethical standards in the fast food industry. By doing so, they are not only protecting their own well-being but also helping shape a healthier future for the nation.

5.4 Limitations of Study

While this study provides meaningful insights on how CSR practices performed by the fast food industry encourage the young individuals eat healthily, there are some limitations that need to be acknowledged:

5.4.1 Generalizability of the Findings

This study is limited by its quantitative design, as it relies on structured survey data that may not fully reflect the depth and complexity of young respondents' behaviours, perceptions, and lived experiences related to food choices and healthy eating patterns. While the quantitative approach is useful for identifying general patterns and enabling statistical analysis, it may not capture more detailed contextual

factors that shape decision-making, such as young individual motivations, cultural influences, and environmental constraints. Furthermore, this study was conducted solely in Selangor, the most populous and urbanised state in Malaysia. While Selangor provides valuable insights into the behaviours and perceptions of young adults in an urban context, this may limit the generalisability of the findings to other regions or rural areas in Malaysia where socio-economic, cultural, and lifestyle factors may differ. Additionally, the health behaviours and obesity trends observed in Selangor may not fully reflect the patterns in other countries, as urbanisation levels, food environments, and policy interventions differ significantly.

5.4.2 Explore Religiosity and Eating Lifestyle as Moderating Variables

This study is limited by its focus on religiosity and eating lifestyle as moderating variables, as these factors alone may not sufficiently explain the complexity of young individual's food choices and their responses to CSR practices in the fast food industry. Although both variables are relevant in shaping attitudes and behaviours, they represent only a partial view of consumer decision-making processes. In reality, eating behaviours and health-related decisions are influenced by a broader set of determinants, including psychological factors (such as self-control and food preferences), social influences (such as peers and family), media and digital marketing exposure, socio-economic background, and the surrounding food environment. Since these additional factors were not included in the analysis, the model may not fully explain all the influences on obesity-related behaviours and CSR perceptions among young consumers.

5.4.3 Focus on the Fast Food Industry

This study focuses exclusively on examining the CSR practices performed by the fast food industry, which limits the scope of the findings to this particular sector. As highlighted by the past literatures, the fast food is a significant contributor to unhealthy dietary patterns and obesity, other food sources such as casual dining restaurants, street food, and food delivery services may also influence the dietary patterns and health outcomes of the consumers. By only focusing on fast food industry, the study may overlook the wider food environment and other factors that may influence obesity risk and eating lifestyles.

5.5 Recommendations for Future Studies

Strengthening the theoretical contribution, avoiding overclaims, and reflecting on limitations would improve its academic quality. While this study provides valuable insights into how the fast food industry's Corporate Social Responsibility (CSR) practices influence young consumers' perceptions and behaviours in addressing globesity, several avenues remain open for further exploration:

5.5.1 Expand to Different Geographic or Demographic Groups

The scope of this study could be broadened beyond young consumers in the Selangor area to include respondents from diverse age groups, socioeconomic backgrounds, and regions (urban and rural) across Malaysia or even in other countries. Expanding the sample in this way would enhance the generalisability of the findings and help identify potential regional or cultural differences in CSR perceptions and health-related behaviours.

5.5.2 Investigate Other Moderating or Mediating Variables

While this study explored religiosity and eating lifestyle as moderating variables, future research could explore additional factors such as health consciousness, social media influence, peer pressure, and parental or family influence. Including these variables may provide a more comprehensive understanding of the cultural drivers that shape consumer responses to CSR initiatives within the food industry.

5.5.3 Comparative Studies Between Industries

Future research could undertake comparative studies examining CSR practices and their perceived effectiveness between fast food companies and other segments of the food and beverage industry, such as traditional eateries, healthy food startups, and food delivery platforms. Such comparisons would help highlight differences in strategic priorities, consumer trust levels, and behavioural responses, providing deeper insights into industry-specific challenges and opportunities for addressing globesity through CSR initiatives. For example, fast food companies may focus on reformulating menus or adjusting portion sizes, healthy food startups may emphasise sustainable sourcing and product transparency, traditional eateries may prioritise community engagement,

and food delivery platforms may promote healthier options through strategic partnerships.

5.6 Conclusion

In conclusion, this study sets out to examine how the Corporate Social Responsibility (CSR) practices of the fast food industry contribute to addressing the rise of globesity, term referring to the global obesity epidemic, particularly among young generation in Malaysia. By integrating both quantitative and qualitative approaches, this research offers comprehensive insights into how different dimensions of CSR (economic, legal, ethical, and philanthropic) influence young consumers' perceptions, and how personal and cultural factors such as religiosity and eating lifestyle may moderate these relationships.

The findings of this study indicate that among the four CSR dimensions namely: economic, legal, ethical, and philanthropic, only the first three (economic, legal, and ethical) have a significant impact on addressing obesity issue in Malaysia, while philanthropic initiatives show limited influence. This indicates that CSR efforts are more effective when they are integrated into core business practices such as affordable healthier options, regulatory compliance, and responsible marketing rather than being limited to charitable or community based activities. Nevertheless, philanthropic CSR initiatives could still play a supportive role in addressing obesity by raising awareness and encouraging healthier lifestyle choices among consumers, even though their overall direct impact may be more limited compared to economic, legal, and ethical CSR practices.

Economic CSR practices such as offering affordable, healthier menu options and ensuring transparent pricing strategies help shape young consumers' perceptions of the fast food industry's CSR efforts to reduce obesity. Similarly, legal CSR practices, which ensure the compliance with national and international food regulations, and ethical CSR practices, which focus on responsible marketing, truthful advertising and nutritional transparency influence consumers' perceptions and promote healthier eating behaviours.

Importantly, religiosity emerges as the sole moderating factor, strengthening the relationship between economic CSR dimensions and efforts to address globesity, demonstrating the importance of inculcating the cultural and religious values into the CSR strategies. Nevertheless, eating lifestyle, does not significantly moderate these

relationships. This study argues that although eating lifestyles play a role, they have a relatively smaller impact on shaping young consumers' perceptions of CSR initiatives. Both individuals that have high health awareness and those who frequently consume fast food perceive these initiatives similarly, and trust that promoting public health is a responsibility that must be fulfilled, demonstrating the stronger influence of societal and cultural values.

Qualitative evidence showed that fast food companies have adopted a range of health-related CSR practices, including offering healthier menu options, providing nutritional labelling, and providing staff training and organising community health campaigns. This reflects an increasing awareness of their role in promoting public health. However, these industry-led efforts require stronger regulatory support. The Ministry of Health (MOH), in particular plays a critical role in creating a supportive environment for CSR by setting legal standards, enforcing compliance, and partnering with the fast food industry to promote public health.

Overall, the findings underscore the importance of aligning CSR strategies with national health goals, leveraging religiosity as cultural driver, and strengthening legal measures to ensure that CSR efforts contribute meaningfully to encourage young generation eat healthily. In the broader context, these findings contribute to the global discourse on the role of CSR in public health by demonstrating that CSR is most impactful when it is strategically integrated with cultural values and supported by robust legal frameworks. Fast food companies can evaluate the effectiveness of their CSR initiatives by using a combination of clear performance indicators, customer's feedback, and ongoing monitoring to assess whether their actions are achieving intended outcomes. This includes measuring outputs such as the introduction of healthier menu options, improvements in nutritional content, provision of transparent food labelling, and compliance with health regulations.

In addition, companies can gather consumer feedback through surveys and sales trends to understand whether CSR efforts influence perceptions and encourage healthier choices. Regular audits and reporting also help ensure accountability and alignment with both national policies and international standards. Overall, effective CSR evaluation should focus not only on what is implemented, but also on whether these initiatives lead to meaningful improvements in consumer awareness and public health outcomes.

For countries facing similar public health challenges, the Malaysian experience offers valuable lessons on how industry-led initiatives, when aligned with government policy and societal norms, can create a synergistic effect in addressing complex issues such as globesity. Ultimately, addressing globesity require a whole-of-society approach where businesses, policymakers, and communities collectively bear the responsibility of fostering healthier environments for future generations.

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APPENDICES

APPENDIX 1

Reliability Analysis for the Measurement Used in this Study

1. Dependent Variable

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.886	.886	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I am sure the healthy eating initiatives performed by the fast food restaurants are helpful to reduce the obesity issue. (Saya pasti inisiatif pemakanan sihat yang dijalankan oleh restoran makanan...	18.02	15.214	.693	.592	.867
I am sure the healthy eating initiatives introduced by the fast food restaurants encourage me to choose a healthier option. (Saya pasti inisiatif pemakanan sihat yang dijalankan oleh restoran mak...	18.04	14.849	.747	.636	.858

I am interested to buy healthier food choices at fast food restaurants. (Saya berminat untuk membeli pilihan makanan yang sihat di restoran makanan segera)	18.04	15.043	.720	.566	.863
I am interested to know healthier food offered by the fast food restaurants. (Saya berminat untuk mengetahui pilihan makanan yang sihat ditawarkan oleh restoran makanan segera)	17.68	16.152	.675	.531	.870
I am sure that the fast food restaurants have the possibility to steer the young generation towards the direction of healthier food. (Saya yakin restoran makanan segera mempunyai kebolehan untuk m...)	17.84	15.545	.689	.493	.868
I know the healthy food choices offered by the fast food restaurants prevent me from being obese. (Saya tahu pilihan makanan sihat ditawarkan oleh restoran makanan segera mengelakkan saya menjadi...)	18.13	15.367	.676	.465	.870

2. Independent Variable – Economic

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.753	.759	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I believe that the price of healthier food choices at fast food restaurants is reasonable. (Saya percaya harga pilihan makanan yang sehat di restoran makanan segera adalah berpatutan)	15.34	5.619	.418	.213	.751
I believe that the healthier food choices should be better value for money. (Saya percaya pilihan makanan yang sehat seharusnya bernilai dengan harga yang dibayar)	14.54	5.731	.489	.273	.719

I believe that the fast food restaurant should continuously create economic value. (Saya percaya restoran makan segera perlulah mencipta nilai ekonomi sentiasa)	14.56	5.623	.590	.415	.686
I believe that the CSR activities done by fast food restaurants boost up its sales. (Saya percaya aktiviti-aktiviti Tanggungjawab Sosial Korporat yang dijalankan oleh restoran makanan segera dapat...	14.64	5.551	.577	.391	.689
I know the fast food restaurant offers good value for money meals to the customers. (Saya tahu restoran makanan segera menawarkan hidangan yang bernilai dengan harga dibayar kepada pelanggan)	14.95	5.380	.545	.311	.699

3. Independent Variable – Legal

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.850	.852	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I perceive that the fast food restaurants should display the nutritional information. (Saya beranggapan restoran makanan segera perlulah mempamerkan maklumat nutrisi)	12.12	4.419	.693	.490	.808
I believe that reading nutritional information influences me to consume healthy food offered by fast food restaurants. (Saya percaya membaca maklumat nutrisi mempengaruhi saya untuk makan makanan...	12.40	4.229	.621	.391	.842
I prefer buying products from fast food restaurant that comply with legal obligations for products safety. (Saya memilih untuk membeli produk daripada restoran makanan segera yang memenuhi kewajip...	12.21	4.344	.701	.536	.804

I prefer buying products from fast food restaurant that gives correct product labelling information. (Saya memilih untuk membeli produk daripada restoran makanan segera yang memberi maklumat pelab...	12.15	4.210	.751	.599	.782
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4. Independent Variable – Ethical

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.831	.827	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I am confident that the fast food restaurant is considering the customer's health. (Saya yakin restoran makanan segera mempertimbangkan kesihatan pelanggan)	10.06	4.822	.757	.634	.740

I am confident that fast food restaurant has a sense of responsibility to customer's health. (Saya yakin restoran makanan segera mempunyai rasa tanggungjawab terhadap kesihatan pelanggan)	9.97	4.611	.782	.643	.726
I believe that fast food restaurant acts responsibly to solve obesity epidemic. (Saya percaya restoran makanan segera bertindak secara bertanggungjawab untuk menyelesaikan epidemik obesiti)	10.13	4.940	.711	.565	.762
I am sure the fast food restaurants implement ethical business conduct. (Saya pasti restoran makanan segera melaksanakan perlakuan perniagaan yang beretika)	9.33	6.226	.407	.179	.886

5. Independent Variable – Philanthropic

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.876	.878	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I often see the fast food restaurant is actively involved with the local community. (Saya selalu melihat restoran makan segera terlibat secara aktiviti dengan komuniti setempat)"	15.01	7.662	.645	.425	.866
I know that the fast food restaurant plays positive role in the society. (Saya tahu restoran makanan segera memainkan peranan yang positif dalam masyarakat)	14.82	8.012	.657	.463	.861
I know that the fast food restaurant makes impactful contributions to the society. (Saya tahu restoran makanan segera melakukan sumbangan berimpak kepada masyarakat)	14.78	7.801	.735	.571	.843
I believe that the fast food restaurant involves with volunteerism activities within the society. (Saya percaya restoran makanan segera terlibat dengan aktiviti kesukarelawan dalam kalangan masyar...	14.87	7.601	.770	.633	.834

I am sure that the fast food restaurant engages actively in charitable activities. (Saya pasti restoran makanan segera bergiat aktif dalam aktiviti pemberian sumbangan)	14.76	7.795	.731	.571	.843
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6. Moderating Variable – Religiosity

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.894	.896	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I believe that my religiosity influences me to have a nutritional lifestyle. (Saya percaya keagamaan saya mempengaruhi saya untuk mempunyai gaya hidup yang bernutrisi)"	19.59	12.696	.697	.521	.879
I know that religiosity is likely to be related with good health. (Saya tahu keagamaan berkait rapat dengan kesihatan yang baik)"	19.40	12.918	.704	.545	.878

I am sure that religiosity would reduce the incidence of obesity. (Saya pasti keagamaan akan mengurangkan kejadian obesiti)	19.77	12.339	.716	.520	.876
I believe that religiosity should be included in health promotion strategies. (Saya percaya keagamaan perlu dimasukkan dalam strategi promosi kesihatan)	19.91	12.317	.657	.468	.887
I am confident that religiosity influence me to have good wellbeing through monitoring the diet. (Saya yakin keagamaan mempengaruhi saya untuk mempunyai kesejahteraan yang baik melalui pemantauan ...)	19.61	12.372	.775	.618	.867
I am confident that religiosity influences the adherents' dietary behaviours. (Saya yakin keagamaan mempengaruhi tabiat pemakanan pengikutnya)	19.62	12.389	.761	.600	.869

7. Moderating Variable – Eating Lifestyle

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.895	.898	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I believe that I can save more time when buying fast food. (Saya percaya saya dapat menjimatkan lebih banyak masa dengan membeli makanan segera)"	24.28	15.426	.618	.433	.890
I perceive that access to fast food restaurants is easier for me. (Saya beranggapan akses kepada restoran makanan segera adalah mudah untuk saya)"	24.08	15.525	.737	.576	.875
I believe that most fast food restaurants provide food delivery services. (Saya percaya kebanyakan restoran makanan segera menyediakan khidmat penghantaran makanan)	23.91	15.684	.717	.570	.878
I know that fast food restaurants' menus are simple. (Saya tahu menu di restoran makanan segera adalah ringkas)	24.02	15.551	.748	.602	.874

I believe that fast food preparation is easy. (Saya percaya penyediaan makanan di restoran makanan segera adalah senang)	24.17	15.282	.707	.534	.878
I am interested to buy fast food because the promotion attracts me to buy it. (Saya berminat untuk membeli makanan segera kerana promosinya menarik saya untuk membelinya)	24.20	15.400	.644	.422	.886
I know that fast food preparation is fast. (Saya tahu penyediaan makanan segera adalah laju)	24.11	15.422	.726	.540	.876

APPENDIX 2

Normality Analysis

Descriptives

			Statistic	Std. Error
DV	Mean		21.5512	.17782
	95% Confidence Interval for Mean	Lower Bound	21.2020	
		Upper Bound	21.9003	
	5% Trimmed Mean		21.5841	
	Median		22.0000	
	Variance		21.627	
	Std. Deviation		4.65048	
	Minimum		12.00	
	Maximum		30.00	
	Range		18.00	
	Interquartile Range		6.00	
	Skewness		.012	.093
	Kurtosis		-.594	.187
IV_ECO	Mean		18.5088	.10957
	95% Confidence Interval for Mean	Lower Bound	18.2936	
		Upper Bound	18.7239	
	5% Trimmed Mean		18.4639	
	Median		19.0000	
	Variance		8.212	
	Std. Deviation		2.86570	
	Minimum		10.00	
	Maximum		25.00	
	Range		15.00	

	Interquartile Range		4.00	
	Skewness		.107	.093
	Kurtosis		.270	.187
IV_LEGAL	Mean		16.2953	.10317
	95% Confidence Interval for Mean	Lower Bound	16.0928	
		Upper Bound	16.4979	
	5% Trimmed Mean		16.4077	
	Median		16.0000	
	Variance		7.280	
	Std. Deviation		2.69818	
	Minimum		8.00	
	Maximum		20.00	
	Range		12.00	
	Interquartile Range		4.00	
	Skewness		-.473	.093
	Kurtosis		-.171	.187
IV_ETHICAL	Mean		21.2558	.14167
	95% Confidence Interval for Mean	Lower Bound	20.9777	
		Upper Bound	21.5340	
	5% Trimmed Mean		21.1741	
	Median		21.0000	
	Variance		13.728	
	Std. Deviation		3.70513	
	Minimum		12.00	
	Maximum		30.00	
	Range		18.00	
	Interquartile Range		6.00	
	Skewness		.346	.093

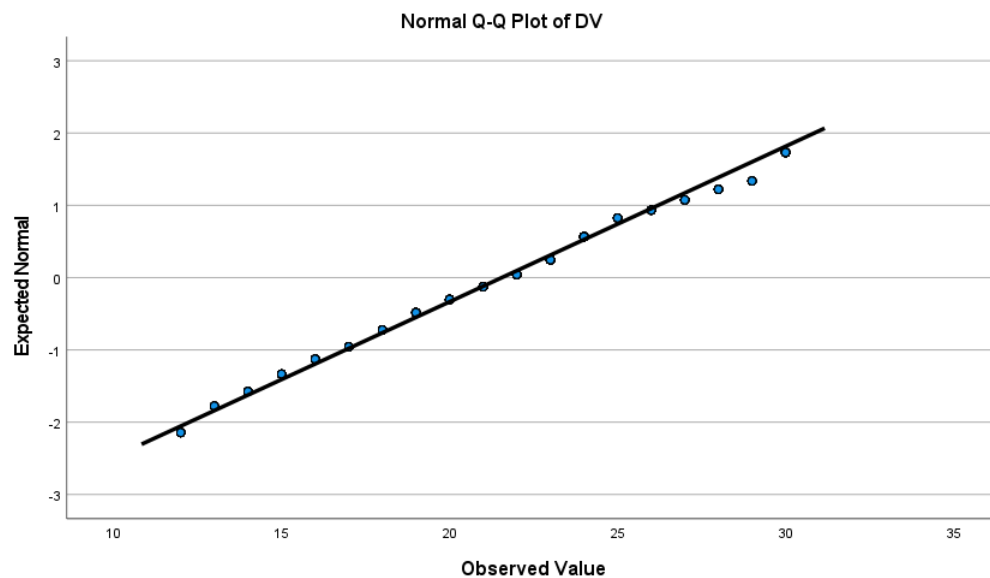
	Kurtosis		.309	.187
IV_PHI	Mean		18.5570	.13124
	95% Confidence Interval for Mean	Lower Bound	18.2993	
		Upper Bound	18.8147	
	5% Trimmed Mean		18.5838	
	Median		19.0000	
	Variance		11.782	
	Std. Deviation		3.43242	
	Minimum		10.00	
	Maximum		25.00	
	Range		15.00	
	Interquartile Range		4.00	
	Skewness		.055	.093
	Kurtosis		-.326	.187
MV_EATLIFE	Mean		28.1287	.17394
	95% Confidence Interval for Mean	Lower Bound	27.7871	
		Upper Bound	28.4702	
	5% Trimmed Mean		28.2827	
	Median		28.0000	
	Variance		20.695	
	Std. Deviation		4.54917	
	Minimum		14.00	
	Maximum		35.00	
	Range		21.00	
	Interquartile Range		6.00	
	Skewness		-.393	.093
	Kurtosis		-.009	.187

MV_REL	Mean		23.5819	.16057
	95% Confidence Interval for Mean	Lower Bound	23.2666	
		Upper Bound	23.8971	
	5% Trimmed Mean		23.7063	
	Median		24.0000	
	Variance		17.635	
	Std. Deviation		4.19935	
	Minimum		12.00	
	Maximum		30.00	
	Range		18.00	
	Interquartile Range		5.75	
	Skewness		-.194	.093
	Kurtosis		-.455	.187

DV Stem-and-Leaf Plot

[illegible]

```
Stem width:      1.00
Each leaf:       1 case(s)
```

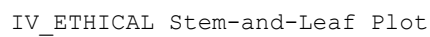


Frequency	Stem &	Leaf
7.00	10 .	000
1.00	11 .	&
1.00	12 .	&
6.00	13 .	000
26.00	14 .	00000000000000

```
Stem width:      1.00
Each leaf:       2 case(s)
```

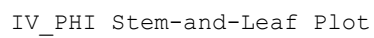
[illegible]

```
Stem width:      1.00
Each leaf:       2 case(s)
```



216

```
Stem width:      1.00
Each leaf:       2 case(s)
```



217

Normal Q-Q Plot of IV_PHI

Expected Normal

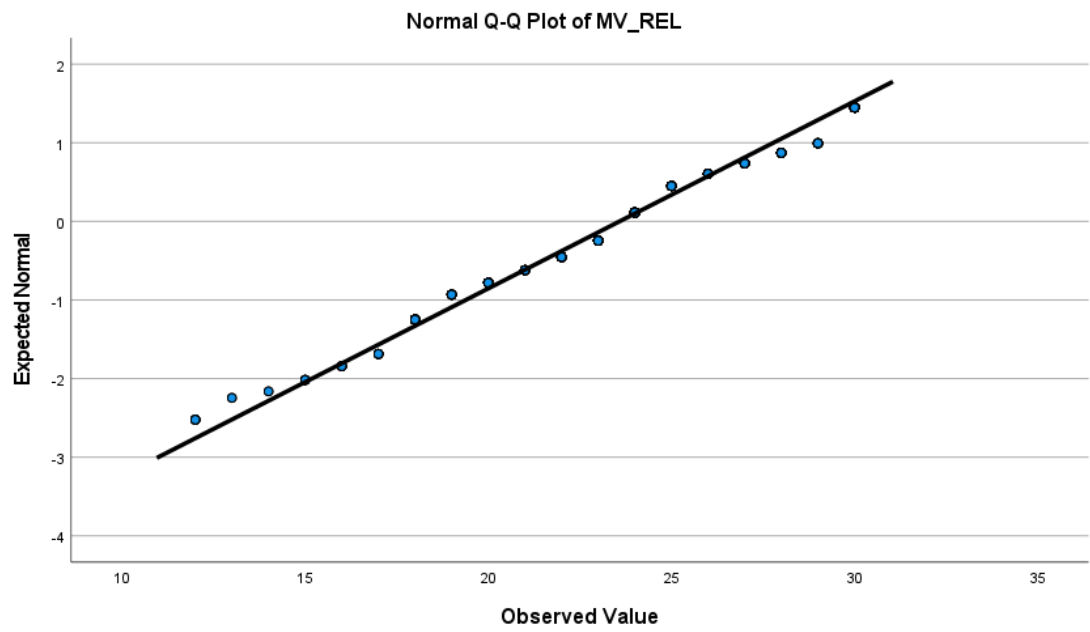
Observed Value

Frequency	Stem &	Leaf
11.00	Extremes	(=<16.0)
1.00	17 .	&
2.00	18 .	0
2.00	19 .	0
3.00	20 .	0

```
Stem width:      1.00
Each leaf:       2 case(s)
```

Frequency	Stem & Leaf
-----------	-------------

220



APPENDIX 3

Linearity Analysis

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
DV * IV_ECO	Between Groups	(Combined)	4716.161	15	314.411	20.888	.000
		Linearity	4072.188	1	4072.188	270.533	.000
		Deviation from Linearity	643.973	14	45.998	3.056	.000
	Within Groups		10055.048	668	15.052		
	Total		14771.209	683			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
DV * IV_LEGAL	Between Groups	(Combined)	2775.593	12	231.299	12.938	.000
		Linearity	2349.078	1	2349.078	131.401	.000
		Deviation from Linearity	426.515	11	38.774	2.169	.015
	Within Groups		11995.616	671	17.877		
	Total		14771.209	683			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
DV * IV_ETHICAL	Between Groups	(Combined)	4326.657	18	240.370	15.304	.000
		Linearity	3822.297	1	3822.297	243.364	.000

	Deviation from Linearity	504.360	17	29.668	1.889	.016
	Within Groups	10444.552	665	15.706		
	Total	14771.209	683			

ANOVA Table

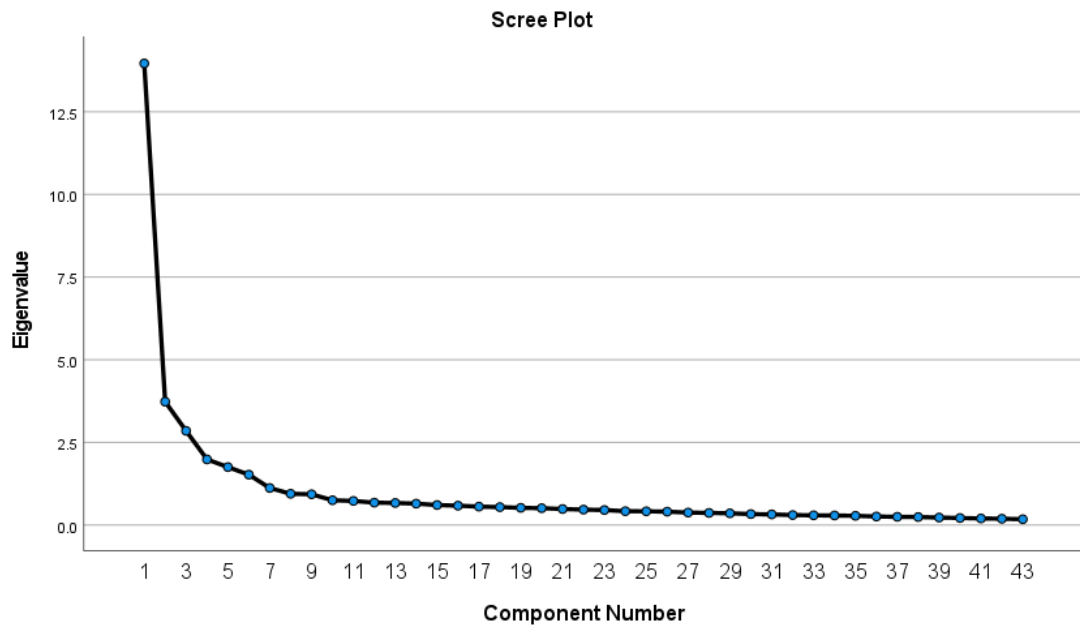
			Sum of Squares	df	Mean Square	F	Sig.
DV * IV_PHI	Between Groups	(Combined)	3017.344	15	201.156	11.432	.000
		Linearity	2320.318	1	2320.318	131.869	.000
		Deviation from Linearity	697.026	14	49.788	2.830	.000
	Within Groups		11753.865	668	17.596		
	Total		14771.209	683			

APPENDIX 4

Exploratory Factor Analysis (EFA)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.941
Bartlett's Test of Sphericity	Approx. Chi-Square	17254.099
	df	903
	Sig.	.000



Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.962	32.471	32.471	13.962	32.471	32.471	4.728	10.996	10.996
2	3.732	8.680	41.151	3.732	8.680	41.151	4.700	10.930	21.926
3	2.851	6.631	47.782	2.851	6.631	47.782	4.149	9.649	31.575

4	1.988	4.622	52.404	1.988	4.622	52.404	4.040	9.394	40.970
5	1.755	4.080	56.485	1.755	4.080	56.485	3.762	8.749	49.719
6	1.526	3.549	60.034	1.526	3.549	60.034	3.447	8.015	57.734
7	1.122	2.610	62.644	1.122	2.610	62.644	2.111	4.910	62.644
8	.948	2.205	64.849						
9	.933	2.169	67.018						
10	.752	1.748	68.766						
11	.731	1.701	70.467						
12	.680	1.580	72.048						
13	.670	1.558	73.606						
14	.649	1.510	75.116						
15	.607	1.413	76.529						
16	.588	1.367	77.896						
17	.560	1.301	79.197						
18	.544	1.266	80.463						
19	.523	1.216	81.679						
20	.512	1.190	82.869						
21	.487	1.132	84.002						
22	.468	1.089	85.091						
23	.456	1.061	86.152						
24	.421	.979	87.130						
25	.418	.972	88.102						
26	.407	.947	89.049						
27	.379	.882	89.931						
28	.369	.859	90.790						
29	.357	.830	91.620						
30	.334	.777	92.397						
31	.324	.754	93.150						
32	.304	.707	93.858						
33	.296	.688	94.546						
34	.291	.677	95.223						
35	.282	.655	95.878						
36	.260	.605	96.484						
37	.251	.583	97.067						

38	.245	.570	97.636						
39	.229	.531	98.168						
40	.215	.500	98.668						
41	.202	.469	99.138						
42	.193	.448	99.586						
43	.178	.414	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix ^a							
	Component						
	1	2	3	4	5	6	7
I am sure the healthy eating initiatives performed by the fast food restaurants are helpful to reduce the obesity issue.			.728				
I am sure the healthy eating initiatives introduced by the fast food restaurants encourage me to choose a healthier option.			.778				
I am interested to buy healthier food choices at fast food restaurants.			.789				
I am interested to know healthier food offered by the fast food restaurants.			.709				
I am sure that the fast food restaurants have the possibility to steer the young generation towards the direction of healthier food.			.703				
I know the healthy food choices offered by the fast food restaurants prevent me from being obese.			.717				
I believe that the price of healthier food choices at fast food restaurants is reasonable.						.431	.568
I believe that the healthier food choices should be better value for money.							.532
I believe that the fast food restaurant should continuously create economic value.							.563
I believe that the CSR activities done by fast food restaurants boost up its sales.							.480
I know the fast food restaurant offers good value for money meals to the customers.							.513
I believe the fast food restaurants consider changing their current marketing strategies to focus on quality or healthy food.							

I am sure the fast food restaurants prepare the food by following the food regulations standard.		
I am aware about the ingredients content in each fast food meal.		
I perceive that the fast food restaurants should display the nutritional information.	.744	
I believe that reading nutritional information influences me to consume healthy food offered by fast food restaurants.	.596	
I prefer buying products from fast food restaurant that comply with legal obligations for products safety.	.704	
I prefer buying products from fast food restaurant that gives correct product labelling information.	.720	
I am confident that the fast food restaurant is considering the customer's health.		.828
I am confident that fast food restaurant has a sense of responsibility to customer's health.		.823
I believe that fast food restaurant acts responsibly to solve obesity epidemic.		.792
I believe the fast food restaurants should increase the availability of healthier food choices.	.677	
I believe the fast food restaurants should begin to sell low calorie food.	.699	
I am sure the fast food restaurants implement ethical business conduct.	.456	.418
I believe the fast food restaurants should actively engage in nutrition education through their websites.	.586	
I often see the fast food restaurant is actively involved with the local community.		.701
I know that the fast food restaurant plays positive role in the society.		.674
I know that the fast food restaurant makes impactful contributions to the society.		.739
I believe that the fast food restaurant involves with volunteerism activities within the society		.788
I am sure that the fast food restaurant engages actively in charitable activities.		.730
I believe that my religiosity influences me to have a nutritional lifestyle.		.716
I know that religiosity is likely to be related with good health.		.692
I am sure that religiosity would reduce the incidence of obesity.		.782
I believe that religiosity should be included in health promotion strategies.		.708

I am confident that religiosity influence me to have good wellbeing through monitoring the diet.	.798
I am confident that religiosity influences the adherents' dietary behaviours.	.781
I believe that I can save more time when buying fast food.	.711
I perceive that access to fast food restaurants is easier for me.	.758
I believe that most fast food restaurants provide food delivery services.	.712
I know that fast food restaurants' menus are simple.	.741
I believe that fast food preparation is easy.	.742
I am interested to buy fast food because the promotion attracts me to buy it.	.688
I know that fast food preparation is fast.	.721
Extraction Method: Principal Component Analysis.	
Rotation Method: Varimax with Kaiser Normalization.	
a. Rotation converged in 7 iterations.	

APPENDIX 5

Multiple Regression Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.589 ^a	.346	.342	3.77093	.346	89.942	4	679	.000	1.865

a. Predictors: (Constant), IV_PHI, IV_LEGAL, IV_ETHICAL, IV_ECO

b. Dependent Variable: DV

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5115.885	4	1278.971	89.942	.000 ^b
	Residual	9655.324	679	14.220		
	Total	14771.209	683			

a. Dependent Variable: DV

b. Predictors: (Constant), IV_PHI, IV_LEGAL, IV_ETHICAL, IV_ECO

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.712	1.090		1.570	.117		
	IV_ECO	.474	.069	.292	6.830	.000	.527	1.897
	IV_LEGAL	.171	.065	.099	2.626	.009	.676	1.480
	IV_ETHICAL	.326	.052	.260	6.224	.000	.552	1.810
	IV_PHI	.073	.054	.054	1.362	.174	.614	1.629

a. Dependent Variable: DV

APPENDIX 6

Process Analysis

PROCESS Analysis: Moderating Effect of Religiosity

1. Economics

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 1

Y : DV

X : IV_ECO

W : MV_REL

Sample

Size: 684

OUTCOME VARIABLE:

DV

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5765	.3324	14.5028	112.8348	3.0000	680.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	10.4699	4.1429	2.5272	.0117	2.3355	18.6043
IV_ECO	.2313	.2305	1.0033	.3161	-.2213	.6839
MV_REL	-.0758	.1750	-.4333	.6650	-.4194	.2678
Int_1	.0195	.0094	2.0601	.0398	.0009	.0380

Product terms key:

Int_1 : IV_ECO x MV_REL

Covariance matrix of regression parameter estimates:

	constant	IV_ECO	MV_REL	Int_1
constant	17.1636	-.9330	-.7023	.0378
IV_ECO	-.9330	.0531	.0374	-.0021
MV_REL	-.7023	.0374	.0306	-.0016
Int_1	.0378	-.0021	-.0016	.0001

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0042	4.2438	1.0000	680.0000	.0398

Focal predict: IV_ECO (X)

Mod var: MV_REL (W)

Conditional effects of the focal predictor at values of the moderator(s):

MV_REL	Effect	se	t	p	LLCI	ULCI
19.0000	.6011	.0709	8.4826	.0000	.4620	.7403
24.0000	.6985	.0554	12.6020	.0000	.5896	.8073
29.0000	.7958	.0747	10.6476	.0000	.6490	.9425

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

IV_ECO MV_REL DV .

BEGIN DATA.

16.0000	19.0000	18.6474
19.0000	19.0000	20.4508
21.0000	19.0000	21.6530
16.0000	24.0000	19.8255
19.0000	24.0000	21.9209
21.0000	24.0000	23.3178

16.0000	29.0000	21.0036
19.0000	29.0000	23.3910
21.0000	29.0000	24.9825

END DATA.

GRAPH/SCATTERPLOT=

IV_ECO WITH DV BY MV_REL .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

W values in conditional tables are the 16th, 50th, and 84th percentiles.

----- END MATRIX -----

2. Legal

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 1

Y : DV

X : IV_LEGAL

W : MV_REL

Sample

Size: 684

OUTCOME VARIABLE:

DV

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4778	.2283	16.7626	67.0664	3.0000	680.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	13.8978	4.1949	3.3130	.0010	5.6612	22.1344
IV_LEGAL	-.0095	.2626	-.0361	.9712	-.5250	.5060
MV_REL	-.0028	.1893	-.0149	.9881	-.3745	.3688
Int_1	.0202	.0114	1.7765	.0761	-.0021	.0425

Product terms key:

Int_1 : IV_LEGAL x MV_REL

Covariance matrix of regression parameter estimates:

	constant	IV_LEGAL	MV_REL	Int_1
constant	17.5974	-1.0696	-.7684	.0461
IV_LEGAL	-1.0696	.0689	.0455	-.0029
MV_REL	-.7684	.0455	.0358	-.0021
Int_1	.0461	-.0029	-.0021	.0001

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0036	3.1559	1.0000	680.0000	.0761

Focal predict: IV_LEGAL (X)

Mod var: MV_REL (W)

Conditional effects of the focal predictor at values of the moderator(s):

MV_REL	Effect	se	t	p	LLCI	ULCI
19.0000	.3744	.0765	4.8936	.0000	.2242	.5246
24.0000	.4754	.0691	6.8828	.0000	.3398	.6110
29.0000	.5764	.1008	5.7199	.0000	.3785	.7742

Data for visualizing the conditional effect of the focal predictor:
 Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

IV_LEGAL MV_REL DV .
 BEGIN DATA.

13.0000	19.0000	18.7110
16.0000	19.0000	19.8341
20.0000	19.0000	21.3316
13.0000	24.0000	20.0101
16.0000	24.0000	21.4362
20.0000	24.0000	23.3377
13.0000	29.0000	21.3091
16.0000	29.0000	23.0383
20.0000	29.0000	25.3439

END DATA.

GRAPH/SCATTERPLOT=

IV_LEGAL WITH DV BY MV_REL .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

W values in conditional tables are the 16th, 50th, and 84th percentiles.

----- END MATRIX -----

3. Ethical

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 1

Y : DV

X : IV_ETH

W : MV_REL

Sample

Size: 684

OUTCOME VARIABLE:

DV

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5597	.3133	14.9170	103.4098	3.0000	680.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.4215	4.1863	.5784	.5632	-5.7982	10.6412
IV_ETH	.5918	.2073	2.8556	.0044	.1849	.9988
MV_REL	.3481	.1686	2.0643	.0394	.0170	.6792
Int_1	-.0033	.0081	-.4030	.6870	-.0192	.0127

Product terms key:

Int_1 : IV_ETH x MV_REL

Covariance matrix of regression parameter estimates:

	constant	IV_ETH	MV_REL	Int_1
constant	17.5254	-.8475	-.6875	.0330
IV_ETH	-.8475	.0430	.0326	-.0016
MV_REL	-.6875	.0326	.0284	-.0013
Int_1	.0330	-.0016	-.0013	.0001

Test(s) of highest order unconditional interaction(s):

R2-chng	F	df1	df2	p
---------	---	-----	-----	---

```
X*W      .0002      .1624      1.0000      680.0000      .6870
```

```
-----
```

```
      Focal predict: IV_ETH      (X)
```

```
      Mod var: MV_REL      (W)
```

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
```

```
      IV_ETH      MV_REL      DV      .
```

```
BEGIN DATA.
```

```
      18.0000      19.0000      18.5704
```

```
      21.0000      19.0000      20.1595
```

```
      24.0000      19.0000      21.7487
```

```
      18.0000      24.0000      20.0166
```

```
      21.0000      24.0000      21.5567
```

```
      24.0000      24.0000      23.0968
```

```
      18.0000      29.0000      21.4628
```

```
      21.0000      29.0000      22.9539
```

```
      24.0000      29.0000      24.4450
```

```
END DATA.
```

```
GRAPH/SCATTERPLOT=
```

```
      IV_ETH      WITH      DV      BY      MV_REL      .
```

```
***** ANALYSIS NOTES AND ERRORS *****
```

Level of confidence for all confidence intervals in output:

```
      95.0000
```

```
----- END MATRIX -----
```

4. Philanthropic

Run MATRIX procedure:

```
***** PROCESS Procedure for SPSS Version 4.2 *****
```

Model : 1
Y : DV
X : IV_PHI
W : MV_REL

Sample
Size: 684

OUTCOME VARIABLE:

DV

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4887	.2389	16.5336	71.1345	3.0000	680.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	10.1363	4.0744	2.4878	.0131	2.1364	18.1361
IV_PHI	.1734	.2246	.7722	.4403	-.2675	.6143
MV_REL	.1921	.1716	1.1198	.2632	-.1447	.5290
Int_1	.0083	.0092	.9036	.3665	-.0097	.0262

Product terms key:

Int_1 : IV_PHI x MV_REL

Covariance matrix of regression parameter estimates:

	constant	IV_PHI	MV_REL	Int_1
constant	16.6005	-.8897	-.6807	.0361
IV_PHI	-.8897	.0504	.0357	-.0020
MV_REL	-.6807	.0357	.0294	-.0015
Int_1	.0361	-.0020	-.0015	.0001

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0009	.8164	1.0000	680.0000	.3665

Focal predict: IV_PHI (X)

Mod var: MV_REL (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

IV_PHI	MV_REL	DV	.
--------	--------	----	---

BEGIN DATA.

15.0000	19.0000	18.7448	
19.0000	19.0000	20.0670	
22.0000	19.0000	21.0587	
15.0000	24.0000	20.3258	
19.0000	24.0000	21.8134	
22.0000	24.0000	22.9291	
15.0000	29.0000	21.9067	
19.0000	29.0000	23.5598	
22.0000	29.0000	24.7996	

END DATA.

GRAPH/SCATTERPLOT=

IV_PHI	WITH	DV	BY	MV_REL	.
--------	------	----	----	--------	---

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

----- END MATRIX -----

PROCESS Analysis: Moderating Effect of Eating Lifestyle on Relationship between Economic Responsibilities and Untangling Globesity

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 1

Y : DV

X : IV_ECO

W : MV_EAT

Sample

Size: 684

OUTCOME VARIABLE:

DV

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5260	.2767	15.7117	86.7142	3.0000	680.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.4176	4.5332	.5333	.5940	-6.4831	11.3183
IV_ECO	1.0040	.2614	3.8410	.0001	.4908	1.5173
MV_EAT	.1328	.1595	.8326	.4054	-.1803	.4458
Int_1	-.0060	.0088	-.6829	.4949	-.0234	.0113

Product terms key:

Int_1 : IV_ECO x MV_EAT

Covariance matrix of regression parameter estimates:

	constant	IV_ECO	MV_EAT	Int_1
constant	20.5497	-1.1525	-.6996	.0389
IV_ECO	-1.1525	.0683	.0381	-.0022

MV_EAT	-.6996	.0381	.0254	-.0014
Int_1	.0389	-.0022	-.0014	.0001

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0005	.4664	1.0000	680.0000	.4949

Focal predict: IV_ECO (X)

Mod var: MV_EAT (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

IV_ECO	MV_EAT	DV	.
--------	--------	----	---

BEGIN DATA.

16.0000	24.0000	19.3489
19.0000	24.0000	21.9261
21.0000	24.0000	23.6443
16.0000	28.0000	19.4933
19.0000	28.0000	21.9981
21.0000	28.0000	23.6679
16.0000	33.4000	19.6883
19.0000	33.4000	22.0952
21.0000	33.4000	23.6998

END DATA.

GRAPH/SCATTERPLOT=

IV_ECO	WITH	DV	BY	MV_EAT	.
--------	------	----	----	--------	---

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

----- END MATRIX -----

Run MATRIX procedure:

PROCESS Analysis: Moderating Effect of Eating Lifestyle on Relationship between Legal Responsibilities and Untangling Globesity

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 1

Y : DV

X : IV_LEGAL

W : MV_EAT

Sample

Size: 684

OUTCOME VARIABLE:

DV

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4128	.1704	18.0202	46.5683	3.0000	680.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	7.1337	4.4483	1.6037	.1092	-1.6004	15.8678
IV_LEGAL	.6760	.2857	2.3660	.0183	.1150	1.2370
MV_EAT	.1738	.1638	1.0606	.2892	-.1479	.4955
Int_1	-.0032	.0101	-.3168	.7515	-.0231	.0166

Product terms key:

Int_1 : IV_LEGAL x MV_EAT

Covariance matrix of regression parameter estimates:

	constant	IV_LEGAL	MV_EAT	Int_1
constant	19.7876	-1.2299	-.7062	.0434
IV_LEGAL	-1.2299	.0816	.0427	-.0028
MV_EAT	-.7062	.0427	.0268	-.0016
Int_1	.0434	-.0028	-.0016	.0001

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0001	.1004	1.0000	680.0000	.7515

Focal predict: IV_LEGAL (X)

Mod var: MV_EAT (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

IV_LEGAL MV_EAT DV .

BEGIN DATA.

13.0000	24.0000	19.0934
16.0000	24.0000	20.8909
20.0000	24.0000	23.2876
13.0000	28.0000	19.6220
16.0000	28.0000	21.3811
20.0000	28.0000	23.7265
13.0000	33.4000	20.3356
16.0000	33.4000	22.0427
20.0000	33.4000	24.3190

END DATA.

GRAPH/SCATTERPLOT=

IV_LEGAL WITH DV BY MV_EAT .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

----- END MATRIX -----

PROCESS Analysis: Moderating Effect of Eating Lifestyle on Relationship between Ethical Responsibilities and Untangling Globesity

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 1

Y : DV

X : IV_ETH

W : MV_EAT

Sample

Size: 684

OUTCOME VARIABLE:

DV

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	.5149	.2651	15.9628	81.7841	3.0000	680.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.1670	4.5384	.6978	.4855	-5.7440	12.0780

IV_ETH	.7629	.2266	3.3668	.0008	.3180	1.2079
MV_EAT	.2009	.1562	1.2860	.1989	-.1058	.5076
Int_1	-.0058	.0076	-.7602	.4474	-.0206	.0091

Product terms key:

Int_1 : IV_ETH x MV_EAT

Covariance matrix of regression parameter estimates:

	constant	IV_ETH	MV_EAT	Int_1
constant	20.5973	-1.0018	-.6920	.0334
IV_ETH	-1.0018	.0514	.0330	-.0017
MV_EAT	-.6920	.0330	.0244	-.0011
Int_1	.0334	-.0017	-.0011	.0001

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0006	.5780	1.0000	680.0000	.4474

Focal predict: IV_ETH (X)

Mod var: MV_EAT (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

IV_ETH	MV_EAT	DV	.
--------	--------	----	---

BEGIN DATA.

18.0000	24.0000	19.2339
21.0000	24.0000	21.1081
24.0000	24.0000	22.9824
18.0000	28.0000	19.6228
21.0000	28.0000	21.4280
24.0000	28.0000	23.2332
18.0000	33.4000	20.1480
21.0000	33.4000	21.8598
24.0000	33.4000	23.5717

END DATA.

GRAPH/SCATTERPLOT=

IV_ETH WITH DV BY MV_EAT .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

----- END MATRIX -----

PROCESS Analysis: Moderating Effect of Eating Lifestyle on Relationship between Philanthropic Responsibilities and Untangling Globesity

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 1

Y : DV

X : IV_PHI

W : MV_EAT

Sample

Size: 684

OUTCOME VARIABLE:

DV

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4121	.1698	18.0342	46.3562	3.0000	680.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.2540	4.5695	.7121	.4766	-5.7181	12.2261
IV_PHI	.8260	.2580	3.2011	.0014	.3194	1.3327
MV_EAT	.3464	.1622	2.1354	.0331	.0279	.6648
Int_1	-.0128	.0088	-1.4532	.1466	-.0301	.0045

Product terms key:

Int_1 : IV_PHI x MV_EAT

Covariance matrix of regression parameter estimates:

	constant	IV_PHI	MV_EAT	Int_1
constant	20.8807	-1.1421	-.7225	.0390
IV_PHI	-1.1421	.0666	.0385	-.0022
MV_EAT	-.7225	.0385	.0263	-.0014
Int_1	.0390	-.0022	-.0014	.0001

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0026	2.1118	1.0000	680.0000	.1466

Focal predict: IV_PHI (X)

Mod var: MV_EAT (W)

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

IV_PHI MV_EAT DV .

BEGIN DATA.

15.0000	24.0000	19.3530
19.0000	24.0000	21.4294
22.0000	24.0000	22.9867
15.0000	28.0000	19.9712
19.0000	28.0000	21.8430
22.0000	28.0000	23.2468
15.0000	33.4000	20.8057

19.0000	33.4000	22.4013
22.0000	33.4000	23.5979

END DATA.

GRAPH/SCATTERPLOT=

IV_PHI WITH DV BY MV_EAT .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

----- END MATRIX -----

APPENDIX 7

Certificate Of Proofreading

CERTIFICATE OF ENGLISH EDITING

*This is to certify that the thesis submitted for the degree of Doctor of
Philosophy (PhD), entitled:*

*"THE MODERATING ROLE OF RELIGIOSITY AND EATING LIFESTYLE ON THE
RELATIONSHIP BETWEEN FAST FOOD INDUSTRY CSR PRACTICES AND
YOUTH's PERCEPTION TOWARDS HEALTHY EATING PROMOTION IN
MALAYSIA"*

Written by

NOR EZATIE MUKMINAH BINTI MUHAMMAD ZAMRI

has been thoroughly reviewed and professionally edited for English language accuracy, including grammar, punctuation, vocabulary, and academic style. Please note that the research content, scholarly arguments, and the author's original intentions were not altered in any way during the editing process.

NASIHA NASRUDIN
Independent
Proofreader

18 MARCH 2026
Seksyen 7, 40450 Shah
Alam, Selangor

APPENDIX 8

Ethical Approval Letter For Data Collection

www.uitm.edu.my	
 UNIVERSITI TEKNOLOGI MARA	Pejabat Timbalan Naib Canselor (Penyelidikan dan Inovasi)
Reference : 600-TNCPI (5/1/5) Our reference : REC/07/2023 (PG/MR/226) Date : 3 July 2023	
Assoc. Prof. Dr Nor Suziwana binti Tahir (Nor Ezatie Mukminah Muhammad Zamri – 2021801636) Faculty of Administrative Science & Policy Studies Universiti Teknologi MARA 40450 Shah Alam SELANGOR	
Dear Assoc. Prof. Dr Nor Suziwana,	
APPROVAL LETTER - UITM RESEARCH ETHICS COMMITTEE	
Thank you for submitting your research proposal to the Research Ethics Committee (REC). After considering your application, the Committee approved your proposal titled "Untangle the Rise of "Globesity" through CSR Practices: A Study of Malaysian Young Generation and Key Stakeholder" in Selangor.	
Details of the approval are as follows:	
Ref. number:	REC/07/2023 (PG/MR/226)
Approval Period:	3 July 2023 until 30 March 2024
Authorised personnel:	1. Assoc. Prof. Dr Nor Suziwana binti Tahir 2. Nor Ezatie Mukminah Muhammad Zamri 3. Profesor Dr Yarina binti Ahmad 4. Mohammad Reevany bustami 5. Dr Siti Nur Fathanah binti Abd Hamid
The UITM Research Ethics Committee operates in accordance to the ICH Good Clinical Practice Guidelines, Malaysian Good Clinical Practice Guidelines and the Declaration of Helsinki. The approval of this project is conditional upon your continuing compliance with these guidelines and declaration.	
We draw to your attention the requirement that a report on this research, must be submitted every 12 months from the date of the approval or on the completion of the project, whichever occurs first. Failure to submit reports will result in withdrawal of consent for the project to proceed. Amendments, if any, to the study documents are to be submitted to the REC for approval.	
If you require further information, please contact the REC Secretariat at 03-55448069/03-55442794 or email at recsecretariat@uitm.edu.my.	
Yours sincerely,	
EMERITUS PROFESSOR/DATO' DR RAYMOND AZMAN ALI Chairman UITM Research Ethics Committee	
c.c.: Dean, Faculty of Administrative Science & Policy Studies, UITM	
Universiti Teknologi MARA Arau 3, Bangunan Wawasan 40450 Shah Alam, Selangor, MALAYSIA Tel: (+603) 5544 2004/2235 Faks: (+603) 5544 2070	
 ISO 9001:2015 No. 5031 000094 UiTM <i>di hastika</i>	

APPENDIX 9

Interview Protocol



UNIVERSITI TEKNOLOGI MARA SHAH ALAM

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

**Untangle The Rise Of “Globesity” Through CSR Practices:
A Study of Malaysian Young Generation and
Key Stakeholders**

*Menyelesaikan Peningkatan Globesiti Melalui Usaha Tanggungjawab Sosial Korporat:
Kajian Dalam Kalangan Generasi Muda Di Malaysia Dan Pihak Berkepentingan Utama*

Time of Interview:	
Date:	
Place:	
Interviewer:	
Interviewee:	
Position of Interviewee:	

Introduction of Research	Dear Informants, I am Nor Ezatie Mukminah binti Muhammad Zamri, a postgraduate student from UiTM Shah Alam. You have been chosen as one of the Informants for this study. I am conducting this interview for the requirement of my PhD research. <i>Informant yang dihormati,</i> <i>Saya Nor Ezatie Mukminah binti Muhammad Zamri, merupakan pelajar pascasiswazah daripada UiTM Shah Alam. Anda telah dipilih sebagai salah satu Informant untuk menyertai kajian ini. Saya menjalankan sesi temubual ini adalah untuk memenuhi keperluan kajian PhD saya.</i>
Purpose of Research	The purpose of this study is to investigate the CSR activities performed by the fast food restaurants in Malaysia to encourage young generation eat healthily in untangling the rise of globesity. This study aims to find out the measures taken by the government in administering fast food industries to ensure food safety and quality control. The data collection through questionnaires to the young generation already been taken on the first place. Then, in order to explore in depth regarding this issue, this interview is conducted. <i>Tujuan utama kajian ini dijalankan adalah untuk menyiasat aktiviti-aktiviti CSR yang dijalankan oleh restoran makanan segera di Malaysia bagi menggalakkan generasi muda makan secara sihat untuk menyelesaikan peningkatan globesiti. Kajian ini juga untuk merungkai langkah-langkah yang diambil oleh kerajaan bagi mentadbir urusan restoran makanan segera bagi memastikan keselamatan makanan dan kawalan kualiti. Kutipan data secara soal selidik telah dijalankan pada peringkat awal. Seterusnya, sesi temubual dijalankan bagi menyiasat isu ini secara lebih mendalam.</i>

Research Procedure	This interview will be recorded and then transcribed for data analysis. The estimated time for the interview will be around 1 and a half hours. Informantts are required to sign the consent form before the session start. <i>Sesi temubual ini akan dirakam dan seterusnya akan ditranskrip bagi penganalisan data. Sesi temubual ini dijangka mengambil masa selama 1 jam setengah. Informantts dikehendaki menurunkan tandatangan pada borang persetujuan sebelum sesi dimulakan.</i>
Participation in Research	Your participation in this research is entirely voluntary. You may refuse to take part in the study, or you may withdraw yourself from participation in the research at any time without penalty. Penyertaan anda dalam kajian ini adalah secara sukarela sepenuhnya. Anda berhak menolak untuk menyertai kajian ini atau menarik diri daripada kajian ini pada bila-bila masa tanpa sebarang penalti.
Benefit Research	Information obtained from this research will benefit the individuals, researchers, government, and communities for the quality of life of the nation and future policies. Maklumat yang diperolehi daripada kajian ini akan memberi manfaat kepada individu, penyelidik, kerajaan dan komuniti bagi menyumbang kepada kepada kualiti hidup rakyat dan polisi yang akan datang.
Research Risk	There is no risk associated with this research. Tiada risiko terlibat dengan kajian ini.
Confidentiality	The information provided during the interview session just now will be kept confidential and will be used for the purpose of this study only. Maklumat yang diberikan semasa sesi temubual sebentar tadi adalah sulit dan hanya akan digunakan bagi tujuan kajian ini sahaja.

Questions (Ministry of Health)

No	Questions
1)	Could you introduce yourself and describe your role in this organization? Bolehkah anda memperkenalkan diri anda dan terangkan peranan anda dalam organisasi ini?

2)	Could you give some measures taken to ensure the fast food restaurants provide nutritious, safe, and healthy meal? Bolehkah anda berikan langkah-langkah yang diambil untuk memastikan restoran makanan segera menyediakan hidangan yang berkhasiat, selamat dan sihat.
3)	Could you share how government administer the fast food industries to ensure food safety and quality control? (Prompt with Food Regulations Act) Bolehkah anda berkongsi bagaimana kerajaan mentadbir urus industri makanan segera bagi memastikan keselamatan makanan dan kualiti makanan?
4)	Could you give some recommendations for fast food restaurants' operators to encourage the young generation to choose a healthier food choice during their visit to the fast food restaurant? Bolehkah anda berikan beberapa cadangan kepada pengendali restoran makanan segera bagi menggalakkan generasi muda untuk memilih pilihan makanan yang sihat semasa di restoran makanan segera?

Questions (Institute for Public Health)

No	Questions
1)	Could you introduce yourself and describe your role in this organization? Bolehkah anda memperkenalkan diri anda dan terangkan peranan anda dalam organisasi ini?
2)	In your opinion, what is the current situation of obesity in Malaysia? Pada pandangan anda, apakah situasi semasa obesiti di Malaysia?
3)	What is your view on the trend of obesity among the young generation? Apakah pandangan anda terhadap trend obesiti dalam kalangan generasi muda?
4)	In your point of view, what are the factors that contribute to obesity among young generation? Pada pandangan anda, apakah faktor-faktor yang menyumbang kepada obesiti dalam kalangan generasi muda?
5)	Do you think practising a healthy dietary pattern can reduce the rise of obesity in Malaysia? Adakah anda rasa mengamalkan pemakanan yang sihat boleh mengurangkan peningkatan obesiti di Malaysia?
6)	What are the measures that the young generation can take to practise healthy eating lifestyle? Apakah langkah yang boleh diambil oleh generasi muda untuk amalkan gaya pemakanan yang sihat?

Thank you for being so willing to participate in this study. The information provided during the interview session just now will be kept confidential and will be used for the purpose of this study only. If you have any enquiries about your participation in this study, please get in touch with the researcher.

Terima kasih di atas kesudian anda untuk menyertai kajian ini. Semua maklumat yang diberikan semasa sesi temubual sebentar tadi adalah sulit dan hanya akan digunakan bagi tujuan kajian ini sahaja. Sekiranya anda mempunyai sebarang pertanyaan berkenaan dengan penyertaan anda dalam kajian ini, sila hubungi penyelidik.

APPENDIX 10

Questionnaire



UNIVERSITI TEKNOLOGI MARA SHAH ALAM

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

**UNTANGLE THE RISE OF “GLOBESITY” THROUGH CSR PRACTICES:
A STUDY OF MALAYSIAN YOUNG GENERATION AND
KEY STAKEHOLDERS.**

**MENYELESAIKAN PENINGKATAN GLOBESITI MELALUI USAHA
TANGGUNGJAWAB SOSIAL KORPORAT: KAJIAN DALAM KALANGAN
GENERASI MUDA DI MALAYSIA DAN PIHAK BERKEPENTINGAN UTAMA**

Dear respondent,
Responden yang dihormati,

You have been selected as one of the respondents for this study. I am conducting a survey entitled Untangle the Rise of “Globesity” through CSR Practices: A Study of Malaysian Young Generation and Key Stakeholders. The purpose of distributing this survey is to understand the perception of the young generation towards the CSR activities performed by the fast food restaurants to untangle the globesity. Your feedback is valuable for this study.

Anda telah dipilih sebagai salah satu responden. Saya sedang menjalankan kajian yang berjudul Menyelesaikan Peningkatan Gobesiti Melalui Usaha Tanggungjawab Sosial Korporat: Kajian Dalam Kalangan Generasi Muda di Malaysia dan Pihak Berkepentingan Utama. Tujuan utama saya mengedarkan soal selidik ini adalah untuk memahami persepsi generasi muda terhadap aktiviti Tanggungjawab Sosial Korporat yang dijalankan oleh restoran makanan segera bagi mengatasi isu globesiti. Maklumbalas yang diberikan oleh anda amatlah bernilai untuk kajian ini.

Your participation in this research is entirely voluntary. You may refuse to take part in the study or you may withdraw yourself from participation in the research at any time without penalty.

Penyertaan anda dalam kajian ini adalah secara sukarela sepenuhnya. Anda berhak menolak untuk menyertai kajian ini atau menarik diri daripada kajian ini pada bila-bila masa tanpa sebarang penalti.

We would appreciate very much if you could spend your time to answer this questionnaire. This questionnaire comprised of eight sections. The information obtained is confidential and will be used for academic purposes. Please do not hesitate to contact if you have any enquiries regarding this survey. Thank you very much for your time and support.

Kami sangat menghargai jika anda boleh meluangkan masa untuk menjawab soal selidik ini. Soal selidik ini terdiri daripada lapan bahagian. Maklumat yang diperloehi adalah sulit dan akan digunakan bagi tujuan akademik. Jangan ragu untuk menghubungi kami sekiranya anda mempunyai sebarang soalan. Terima kasih banyak atas masa dan sokongan anda.

Your sincerely,
Yang ikhlas,

Name : Nor Ezatie Mukminah binti Muhammad Zamri
Address : Faculty of Administrative Science and Policy Studies,
UiTM Shah Alam, 40450 Shah Alam,
Selangor Darul Ehsan.

Mobile No. :

Email : ezatie44@gmail.com

Name of Supervisors:

1. Assoc. Prof. Dr Nor Suziwana Tahir
2. Prof. Dr Yarina Ahmad
3. Dr Siti Nur Fathanah Abd Hamid

PART A (Bahagian A)**DEMOGRAPHIC PROFILE (Profil Demografik)**

This section describes the demographic profile of the respondents.

Bahagian ini mengandungi soalan berkenaan dengan profil demografi responden.

Please circle at the answer which best describes yourself.

Anda diminta untuk bulatkan jawapan yang anda rasa paling sesuai untuk menceritakan diri anda.

1. Gender (Jantina) ☐ 1 Male (Lelaki) ☐ 2 Female (Perempuan)

2. Age (*Umur*)

1	18 - 21 years old (<i>18 – 21 tahun</i>)
2	22 - 24 years old (<i>22 – 24 tahun</i>)
3	25 - 27 years old (<i>25 - 27 tahun</i>)
4	28 – 30 years old (<i>28 – 30 tahun</i>)

3. Where do you currently reside at?
(Di manakah tempat anda menetap sekarang?)

1	Petaling
2	Klang
3	Gombak
4	Hulu Langat
5	Sepang
6	Kuala Langat
7	Kuala Selangor
8	Hulu Selangor
9	Sabak Bernam

4. Marital status
(Status perkahwinan)

1	Single (Bujang)
2	Married (Berkahwin)
3	Divorced (Berceraai)

5. Ethnic (*Etnik*)

1	Malays (<i>Melayu</i>)
2	Chinese (<i>Cina</i>)
3	Indians (<i>India</i>)
4	Others, please state (<i>Lain-lain, sila nyatakan</i>):

6. What is your current weight and height?
(Berapakah berat dan tinggi anda sekarang?)

1	Weight (<i>Berat</i>): _____ kg
2	Height (<i>Tinggi</i>): _____ cm

7. Educational level/ Tahap pendidikan	1	No formal education (Tiada pendidikan formal)
	2	UPSR (UPSR)
	3	PT3/ PMR/ SPM/ SPMV/ SMA (PT3/ PMR/ SPM/ SPMV/ SMA)
	4	Matriculation/ Foundation/ STPM/ STAM (<i>Matrikulasi/ Asasi/ STPM/ STAM</i>)
	5	Diploma/ Bachelor Degree (Diploma/ Ijazah Sarjana Muda)
	6	Master/ PhD (Sarjana/ Doktor Falsafah)
	7	Others, please state (<i>Lain-lain, sila nyatakan</i>): _____
8. Type of Occupation/ <i>Jenis pekerjaan</i>	1	Public sector (<i>Sektor awam</i>)
	2	Private sector (<i>Sektor swasta</i>)
	3	Self- employed (Bekerja sendiri)
	4	Non – governmental organization/ NGO (<i>Pertubuhan bukan kerajaan/ NGO</i>)
	5	Unemployed (Tidak bekerja)
9. Reasons of unemployed/ Sebab-sebab tidak bekerja	1	Housewife (Suri rumah)
	2	Seeking for job (Mencari pekerjaan)
	3	Student (Pelajar)
	4	Terminated (Diberhentikan)
	5	Others, please state (<i>Lain-lain, sila nyatakan</i>): _____
10. Monthly household income (Pendapatan bulanan isi rumah)	1	Less than RM 2500 (Kurang daripada RM 2000)
	2	RM 2500 – RM 3169
	3	RM 3170 – RM 3969
	4	RM 3970 – RM 4849
	5	RM 4850 – RM 5879
	6	RM 5880 – RM 7099
	7	RM 7110 – RM 8699
	8	RM 8700 – RM 10959
	9	RM 10960 – RM 15039
	10	More than RM 15039 (Lebih daripada RM 15039)
11. How often do you buy your meal from fast-food restaurants (weekly)? (Dalam seminggu, berapakah kekerapan anda membeli makanan di	1	0 time (0 kali)
	2	1 – 2 times (<i>1- 2 kali</i>)
	3	3 – 4 times (<i>3 - 4 kali</i>)
	4	5 – 6 times (<i>5 - 6 kali</i>)
	5	More than 6 times (Lebih daripada 6 kali)

restoran makanan segera?)																							
12. With whom do you often eat fast food? (Kebiasaannya, anda makan di restoran makanan segera bersama siapa?)	<table border="1"> <tr><td>1</td><td>Alone (Sendiri)</td></tr> <tr><td>2</td><td>Friends (Kawan-kawan)</td></tr> <tr><td>3</td><td>Family (Keluarga)</td></tr> <tr><td>4</td><td>Colleagues (Rakan sekerja)</td></tr> </table>	1	Alone (Sendiri)	2	Friends (Kawan-kawan)	3	Family (Keluarga)	4	Colleagues (Rakan sekerja)														
1	Alone (Sendiri)																						
2	Friends (Kawan-kawan)																						
3	Family (Keluarga)																						
4	Colleagues (Rakan sekerja)																						
13. Which fast food restaurant do you most prefer? (You may choose more than one) (Anda lebih memilih restoran makanan segera yang mana? Anda boleh memilih lebih daripada satu jawapan.)	<table border="1"> <tr><td>1</td><td>McDonalds's</td></tr> <tr><td>2</td><td>KFC</td></tr> <tr><td>3</td><td>Pizza Hut</td></tr> <tr><td>4</td><td>Kenny Rogers Roasters</td></tr> <tr><td>5</td><td>Subway</td></tr> <tr><td>6</td><td>A&W</td></tr> <tr><td>7</td><td>Domino's Pizza</td></tr> <tr><td>8</td><td>Starbucks</td></tr> <tr><td>9</td><td>Burger King</td></tr> <tr><td>10</td><td>Auntie Anne</td></tr> <tr><td>11</td><td>Others, please state (<i>Lain-lain, sila nyatakan</i>): _____</td></tr> </table>	1	McDonalds's	2	KFC	3	Pizza Hut	4	Kenny Rogers Roasters	5	Subway	6	A&W	7	Domino's Pizza	8	Starbucks	9	Burger King	10	Auntie Anne	11	Others, please state (<i>Lain-lain, sila nyatakan</i>): _____
1	McDonalds's																						
2	KFC																						
3	Pizza Hut																						
4	Kenny Rogers Roasters																						
5	Subway																						
6	A&W																						
7	Domino's Pizza																						
8	Starbucks																						
9	Burger King																						
10	Auntie Anne																						
11	Others, please state (<i>Lain-lain, sila nyatakan</i>): _____																						
14. A higher CSR rating of fast food will give a positive impression to the customers. (Pelanggan akan mempunyai padangan positif terhadap restoran makanan segera yang mempunyai skor penilaian Tanggungjawab Korporat Sosial yang tinggi)	<table border="1"> <tr><td>1</td><td>Yes (<i>Ya</i>)</td></tr> <tr><td>2</td><td>No (<i>Tidak</i>)</td></tr> </table>	1	Yes (<i>Ya</i>)	2	No (<i>Tidak</i>)																		
1	Yes (<i>Ya</i>)																						
2	No (<i>Tidak</i>)																						
15. Fast food restaurants must be socially responsible. (Restoran makanan segera mestilah bertanggungjawab terhadap masyarakat)	<table border="1"> <tr><td>1</td><td>Yes (<i>Ya</i>)</td></tr> <tr><td>2</td><td>No (<i>Tidak</i>)</td></tr> </table>	1	Yes (<i>Ya</i>)	2	No (<i>Tidak</i>)																		
1	Yes (<i>Ya</i>)																						
2	No (<i>Tidak</i>)																						

PART B
PERCEPTION OF YOUTHS TOWARDS FAST FOOD INDUSTRY'S CSR PRACTICES

This section intends to know the opinion of the respondent regarding the CSR activities done by the fast food restaurant to promote healthy eating.

Bahagian ini bertujuan untuk mengetahui pendapat responden mengenai aktiviti-aktiviti CSR dijalankan oleh restoran makanan segera untuk menggalakkan pemakanan yang sihat.

Please circle at the answer which best describes your opinion.

Anda diminta untuk bulatkan jawapan yang anda rasa paling sesuai untuk menceritakan pandangan anda.

	Strongly Disagree Sangat tidak bersetuju	Disagree Tidak bersetuju	Moderate Sederhana	Agree Setuju	Strongly Agree Sangat bersetuju
	1	2	3	4	5
1.	I am sure the healthy eating initiatives performed by the fast food restaurants are helpful to reduce the obesity issue. Saya pasti inisiatif pemakanan sihat yang dijalankan oleh restoran makanan segera dapat membantu untuk mengurangkan isu obesiti. ① ② ③ ④ ⑤				
2.	I am sure the healthy eating initiatives introduced by the fast food restaurants encourage me to choose a healthier option. Saya pasti inisiatif pemakanan sihat yang dijalankan oleh restoran makanan segera menggalakkan saya untuk memilih makanan yang lebih sihat. ① ② ③ ④ ⑤				
3.	I am interested to buy healthier food choices at fast food restaurants. Saya berminat untuk membeli pilihan makanan yang sihat di restoran makanan segera. ① ② ③ ④ ⑤				
4.	I am interested to know healthier food offered by the fast food restaurants. Saya berminat untuk mengetahui pilihan makanan yang sihat ditawarkan oleh restoran makanan segera. ① ② ③ ④ ⑤				
5.	I am sure that the fast food restaurants have the possibility to steer the young generation towards the direction of healthier food. Saya yakin restoran makanan segera mempunyai kebolehan untuk membawa generasi muda ke arah makanan yang lebih sihat. ① ② ③ ④ ⑤				
6.	I know the healthy food choices offered by the fast food restaurants prevent me from being obese. ① ② ③ ④ ⑤				

	Saya tahu pemilihan makanan sihat ditawarkan oleh restoran makanan segera mengelakkan saya menjadi obes.
--	--

PART C ECONOMIC

This section intends to know the opinion of the respondent regarding economic responsibilities that should be fulfilled by the fast food restaurant.

Bahagian ini bertujuan untuk mengetahui pendapat responden mengenai tanggungjawab ekonomi yang perlu dipenuhi oleh restoran makanan segera.

Please circle at the answer which best describes your opinion.

Anda diminta untuk bulatkan jawapan yang anda rasa paling sesuai untuk menceritakan pandangan anda.

Strongly Disagree Sangat tidak bersetuju	Disagree Tidak bersetuju	Moderate Sederhana	Agree Setuju	Strongly Agree Sangat bersetuju
1	2	3	4	5
1.	I believe that the price of healthier food choices at fast food restaurants is reasonable. Saya percaya harga pilihan makanan yang sihat di restoran makanan segera adalah berpatutan.			
2.	I believe that the healthier food choices should be better value for money. Saya percaya pilihan makanan yang sihat seharusnya bernilai dengan harga yang dibayar.			
3.	I believe that the fast food restaurant should continuously create economic value. Saya percaya restoran makan segera perlulah mencipta nilai ekonomi sentiasa.			
4.	I believe that the CSR activities done by fast food restaurants boost up its sales. Saya percaya aktiviti-aktiviti Tanggungjawab Sosial Korporat yang dijalankan oleh restoran makanan segera dapat meningkatkan jualan.			
5.	I know the fast food restaurant offers good value for money meals to the customers. Saya tahu restoran makanan segera menawarkan hidangan yang bernilai dengan harga dibayar kepada pelanggan.			
6.	I believe the fast food restaurants consider changing their current marketing strategies to focus on quality or healthy food. Saya percaya restoran makanan segera mempertimbangkan untuk menukar strategi pemasaran semasa bagi menumpukan kepada makanan yang berkualiti dan sihat.			

PART D LEGAL

This section intends to know the opinion of the respondent regarding legal responsibilities that should be fulfilled by the fast food restaurant.

Bahagian ini bertujuan untuk mengetahui pendapat responden mengenai tanggungjawab undang-undang yang perlu dipenuhi oleh restoran makanan segera.

Please circle at the answer which best describes your opinion.

Anda diminta untuk bulatkan jawapan yang anda rasa paling sesuai untuk menceritakan pandangan anda.

	Strongly Disagree Sangat tidak bersetuju	Disagree Tidak bersetuju	Moderate Sederhana	Agree Setuju	Strongly Agree Sangat bersetuju
	1	2	3	4	5
1.	I am sure the fast food restaurants prepare the food by following the food regulations standard. Saya pasti restoran makanan segera menyediakan makanan dengan mematuhi piawaian peraturan makanan. ① ② ③ ④ ⑤				
2.	I am aware about the ingredients content in each fast food meal. Saya sedar tentang kandungan bahan di dalam setiap hidangan restoran makanan segera. ① ② ③ ④ ⑤				
3.	I perceive that the fast food restaurants should display the nutritional information. Saya beranggapan restoran makanan segera perlulah mempamerkan maklumat nutrisi. ① ② ③ ④ ⑤				
4.	I believe that reading nutritional information influences me to consume healthy food offered by fast food restaurants. Saya percaya membaca maklumat nutrisi mempengaruhi saya untuk makan makanan sihat yang ditawarkan oleh restoran makanan segera. ① ② ③ ④ ⑤				
5.	I prefer buying products from fast food restaurant that comply with legal obligations for products safety. Saya memilih untuk membeli produk daripada restoran makanan segera yang memenuhi kewajipan undang-undang untuk keselamatan produk. ① ② ③ ④ ⑤				
6.	I prefer buying products from fast food restaurant that gives true product labelling information. Saya memilih untuk membeli produk daripada restoran makanan segera yang memberi maklumat pelabelan produk yang betul. ① ② ③ ④ ⑤				

PART E ETHICAL

This section intends to know the opinion of the respondent regarding ethical responsibilities that should be fulfilled by the fast food restaurant.

Bahagian ini bertujuan untuk mengetahui pendapat responden mengenai tanggungjawab ekonomi yang perlu dipenuhi oleh restoran makanan segera.

Please circle at the answer which best describes your opinion.

Anda diminta untuk bulatkan jawapan yang anda rasa paling sesuai untuk menceritakan pandangan anda.

Strongly Disagree Sangat tidak bersetuju	Disagree Tidak bersetuju	Moderate Sederhana	Agree Setuju	Strongly Agree Sangat bersetuju
1	2	3	4	5
1.	I am confident that the fast food restaurant is considering the customer's health. Saya yakin restoran makanan segera mempertimbangkan kesihatan pelanggan.			
			① ② ③ ④ ⑤	
2.	I am confident that fast food restaurant has a sense of responsibility to customer's health. Saya yakin restoran makanan segera mempunyai rasa tanggungjawab terhadap kesihatan pelanggan.			
			① ② ③ ④ ⑤	
3.	I believe that fast food restaurant acts responsibly to solve obesity epidemic. Saya percaya restoran makanan segera bertindak secara bertanggungjawab untuk menyelesaikan epidemik obesiti.			
			① ② ③ ④ ⑤	
4.	I believe the fast food restaurants should increase the availability of healthier food choices. Saya percaya restoran makanan segera perlu menambah ketersediaan pilihan makanan yang sihat.			
			① ② ③ ④ ⑤	
5.	I believe the fast food restaurants should begin to sell low calorie food. Saya percaya restoran makanan segera perlu mula untuk menjual makanan rendah kalori.			
			① ② ③ ④ ⑤	
6.	I am sure the fast food restaurants implement ethical business conduct. Saya pasti restoran makanan segera melaksanakan perlakuan perniagaan yang beretika.			
			① ② ③ ④ ⑤	

PART F PHILANTHROPIC

This section intends to know the opinion of the respondent regarding philanthropic responsibilities that should be fulfilled by the fast food restaurant.

Bahagian ini bertujuan untuk mengetahui pendapat responden mengenai tanggungjawab dermawan yang perlu dipenuhi oleh restoran makanan segera.

Please circle at the answer which best describes your opinion.

Anda diminta untuk bulatkan jawapan yang anda rasa paling sesuai untuk menceritakan pandangan anda.

Strongly Disagree Sangat tidak bersetuju	Disagree Tidak bersetuju	Moderate Sederhana	Agree Setuju	Strongly Agree Sangat bersetuju
1	2	3	4	5
1.	I believe the fast food restaurants should actively engage in nutrition education through their websites. Saya percaya restoran makanan segera perlu bergiat aktif dalam pendidikan nutrisi melalui laman sesawang mereka.			
2.	I often see the fast food restaurant is actively involved with the local community. Saya selalu melihat restoran makan segera terlibat secara aktiviti dengan komuniti setempat.			
3.	I know that the fast food restaurant plays positive role in the society. Saya tahu restoran makanan segera memainkan peranan yang positif dalam masyarakat.			
4.	I know that the fast food restaurant makes impactful contributions to the society. Saya tahu restoran makanan segera melakukan sumbangan berimpak kepada masyarakat.			
5.	I believe that the fast food restaurant involves with volunteerism activities within the society. Saya percaya restoran makanan segera terlibat dengan aktiviti kesukarelawan dalam kalangan masyarakat.			
6.	I am sure that the fast food restaurant engages actively in charitable activities. Saya pasti restoran makanan segera bergiat aktif dalam aktiviti pemberian sumbangan.			

PART G RELIGIOSITY

This section intends to know the opinion of the respondent regarding their religiosity view on dietary patterns.

Bahagian ini bertujuan untuk mengetahui pendapat responden mengenai pandangan agama mereka terhadap pola pemakanan.

Please circle at the answer which best describes your opinion.

Anda diminta untuk bulatkan jawapan yang anda rasa paling sesuai untuk menceritakan pandangan anda.

Strongly Disagree Sangat tidak bersetuju	Disagree Tidak bersetuju	Moderate Sederhana	Agree Setuju	Strongly Agree Sangat bersetuju
1	2	3	4	5
1.	I believe that my religiosity influences me to have a nutritional lifestyle. Saya percaya keagamaan saya mempengaruhi saya untuk mempunyai gaya hidup yang bernutrisi.			
			① ② ③ ④ ⑤	
2.	I know that religiosity is likely to be related with good health. Saya tahu keagamaan berkait rapat dengan kesihatan yang baik.			
			① ② ③ ④ ⑤	
3.	I am sure that religiosity would reduce the incidence of obesity. Saya pasti keagamaan akan mengurangkan kejadian obesiti.			
			① ② ③ ④ ⑤	
4.	I believe that religiosity should be included in health promotion strategies. Saya percaya keagamaan perlu dimasukkan dalam strategi promosi kesihatan.			
			① ② ③ ④ ⑤	
5.	I am confident that religiosity influence me to have good wellbeing through monitoring the diet. Saya yakin keagamaan mempengaruhi saya untuk mempunyai kesejahteraan yang baik melalui pemantauan pemakanan.			
			① ② ③ ④ ⑤	
6.	I am confident that religiosity influences the adherents' dietary behaviours. Saya yakin keagamaan mempengaruhi tabiat pemakanan pengikutnya.			
			① ② ③ ④ ⑤	

PART H EATING LIFESTYLE

This section intends to know the opinion of the respondent regarding their eating lifestyle.
Bahagian ini bertujuan untuk mengetahui pendapat responden mengenai gaya hidup pemakanan mereka.

Please circle at the answer which best describes your opinion.

Anda diminta untuk bulatkan jawapan yang anda rasa paling sesuai untuk menceritakan pandangan anda.

Strongly Disagree Sangat tidak bersetuju	Disagree Tidak bersetuju	Moderate Sederhana	Agree Setuju	Strongly Agree Sangat bersetuju
1	2	3	4	5
1.	I believe that I can save more time when buying fast food. Saya percaya saya dapat menjimatkan lebih banyak masa dengan membeli makanan segera. ① ② ③ ④ ⑤			
2.	I perceive that access to fast food restaurants is easier for me. Saya beranggapan akses kepada restoran makanan segera adalah mudah untuk saya. ① ② ③ ④ ⑤			
3.	I believe that most fast food restaurants provide food delivery services. Saya percaya kebanyakan restoran makanan segera menyediakan khidmat penghantaran makanan. ① ② ③ ④ ⑤			
4.	I know that fast food restaurants menus are simple. Saya tahu menu di restoran makanan segera adalah ringkas. ① ② ③ ④ ⑤			
5.	I believe that fast food preparation is easy. Saya percaya penyediaan makanan di restoran makanan segera adalah senang. ① ② ③ ④ ⑤			
6.	I am interested to buy fast food because the promotion attracts me to buy it. Saya berminat untuk membeli makanan segera kerana promosinya menarik saya untuk membelinya. ① ② ③ ④ ⑤			
7.	I know that fast food preparation is fast. Saya tahu penyediaan makanan segera adalah laju. ① ② ③ ④ ⑤			

APPENDIX 11

In-Depth Interviews Transcript (Institute of Public Health, Ministry Of Health)

Interviewer	Ok. Ok. Sebelum saya mula, saya akan perkenalkan sikit berkenaan latar belakang tentang kajian saya. Ok. So, dear Informant I am Nor Ezatie Mukminah Binti Muhammad Zamri, a postgraduate student from UITM Shah Alam. You have been chosen as one of the Informant for this study. I am conducting this interview for the requirement of my PhD research. So, I would like to say thank you to Puan Nurul for spending your time to participate in this interview for today. So the purpose of this study is to investigate the CSR activities perform by the fast-food restaurants in Malaysia to encourage young generation eat healthily in untangling the rise of globesity. This study is to find out the measures taken by the government in administering fast food industry to encourage food safety and quality control and also measure taken by the institute of public health in order to encourage the young generation eat healthily. So basically the data collection for this study have been conducted among the young generation through the survey. Then, in order to explore in that regarding this issue, this interview will be conducted. Okay. So this interview will be recorded and then transcribe for data analysis. The estimated time for the interview would be around one and a half hour. So, your participation in this research is entirely voluntary you may refuse to take part in this study or you may withdraw yourself from the participation in the research at anytime without penalty. Information obtain from this research will benefit the individuals, researchers, government and community. For the quality of life of the nation and futures policy. There is no risk associated with this research. The information provided during this interview sessions just now will be keep confidential and will be used for the purpose of this study. Ok. So basically itu adalah latar belakang sedikit latar belakang berkenaan dengan kajian saya Jadi, Puan Nurul boleh kita mulakan dengan sesi temu bual?
Informant	Nampak topik tu macam berat jugalah tapi dia lebih macam saya nampak lebih sesuai dengan bahagian pemakanan.
Interviewer	Betul.
Informant	Dah ada contact bahagian pemakanan?
Interviewer	Betul. Saya ada contact juga bahagian kementerian kesihatan malaysia bahagian keselamatan makan dan kualiti. Ok. Dan saya juga masih menunggu maklum balas daripada pihak sana untuk adakan temubual. Tapi dalam masa yang sama saya akan interview institute of public health ni sebab berdasarkan pembacaan saya

	institute of public health ni adalah organisasi yang bertanggungjawab untuk mengadakan national health mobility survey untuk lihat trend trend obesity dan nsds dalam Malaysia. Betul Puan?
Informant	Betul betul betul. Tapi kena cari juga bahagian pemakanan because dia yang pegang all the policy lah. So dia banyak lagi, dari segi penglibatan dengan industry.
Interviewer	Betul.
Informant	Ya.
Interviewer	Okay.
Informant	Bukan kualiti keselamatan kualiti makanan. Satu lagi adalah bahagian pemakanan.
Interviewer	Okay. Boleh
Informant	Nutrition division
Interviewer	Okay. Terima kasih atas cadangan puan
Informant	So you akan dapat more information lah daripada sana.
Interviewer	Okay.
Informant	Sebab dia ada banyak polisi-polisi yang telah dibuat untuk mengalakkan rakyat Malaysia makan makanan sihat.
Interviewer	Tapi kalau bahagian food safety and quality control tu dia more to lihat macam mana kepatuhan industry ke terhadap legal standard yang ditetapkan puan?
Informant	Ya. Betul.
Interviewer	Ok ok
Informant	Dia dua scope yang berbeza.
Interviewer	Ok. Scope yang berbeza
Informant	Yang bahagian keselamatan kualiti makanan tu all the akta-akta all the peraturan-peraturan all the jaminan-jaminan keselamatan makanan tu yang dia kawal lah.
Interviewer	Okay. Baik baik
Informant	Labelling apa semua tu di bawah bkkm.
Interviewer	Keselamatan dan kualiti makanan, okay.
Informant	Food safety lah.

Interviewer	Okay. Untuk permulaan. Could you introduce yourself and describe your role in the organization
Informant	Nak kena cakap Bahasa inggeris ke? Bahasa Malaysia boleh?
Interviewer	Boleh. Bergantung kepada keselesaan puan.
Informant	Saya Nurul Huda Binti Ibrahim sebagai pegawai dietetik penyelidik di institut kesihatan umum dan saya baru 2 tahun lah di sini. Peranan kami di sini adalah melaksanakan kajian-kajian berkenaan dengan epidemiologi pemakanan khususnya di centre ini. Tapi kita juga terlibat dengan kajian-kajian epidemiologi dalam skop-skop selain daripada skop pemakanan seperti penyakit-penyakit berjangkit, tidak berjangkit, kesihatan keluarga. So semua skop di bawah kesihatan awam kita adalah institut yang menjalankan penyelidikan berkaitan dengan kesihatan awam lah.
Interviewer	Ok. Jadi boleh saya tahu kajian yang dijalankan oleh institute of public health ni trend dia macam mana setakat ni. Maksudnya, dari segi contoh melihat kepada isu-isu obesiti yang berlaku di Malaysia.
Informant	Sekejap ya.
Interviewer	*Audio kurang jelas* dalam kalangan young generation
Informant	Ok. Sebenarnya, kita baru ja lah buat survey untuk adolescent health survey pada 2022 tahun lepas. So saya bacakan sedikit lah. Finding-finding dengan kita dapat daripada kajian tahun lepas ni. Nak tengok prevalence of obesity?
Interviewer	Betul. Prevalence of obesity.
Informant	Alright. Obesiti. Saya tak berapa nak ingat nanti saya kena tengok dulu lah takut saya bagi information pulak.
Interviewer	Ok. Baik puan
Informant	Sorry lah. Saya tak berapa nak prepare busy.
Interviewer	Takpa. Sudi untuk interview ni pun saya bersyukur dah.
Informant	Nutritional status *audio tak jelas*. Kita punya underweight prevalence 6.8%. Tapi nanti you boleh baca lah kita punya report dah ada dekat kita punya website. Lepastu, thinness 8.3%. Obesity. Obesity 14.3% tu dia punya prevalence yang latest lah.
Interviewer	Okay. Dari segi adolescent ni. Ada ke specific kumpulan umur macam mana institute of public health ni lakukan. Maksudnya, contohnya, mungkin kalau underweight among adolescent ni ada ke itu fakta untuk adolescent umur 18 tahun ke bawah atau macam mana?

Informant	Okay. Dia bergantung kepada survey-survey yang kita buatlah. For example, untuk 2022 kita ambil budak-budak sekolah menengah. So, budak-budak sekolah menengah tu maksudnya umurnya daripada 13 tahun ke 18 tahun lah sebagai proxy kepada adolescent di Malaysia.
Interviewer	Okay. Kalau untuk kumpulan umur 18 tahun ke atas, kumpulan young generation. Ada ke institute of public health data melibatkan umur 18 hingga 30 tahun, contohnya?
Informant	Untuk 18 hingga 30 tahun dia terangkum dalam adult punya survey.
Interviewer	Adult survey.
Informant	Adult survey. So, untuk tahun ini 2023 kita ada buat NHMS untuk penyakit tidak berjangkit NCD. So kalau prevalence of obesity among 18 and above tu adalah kajian yang kita tengah laksanakan sekarang lah. Kita baru sahaja habis data collection so kita dalam process untuk clean data. Sebelum ni kita buat adalah tahun 2019 untuk NCD.
Interviewer	Jadi 2019 adalah fakta yang terpalang latest untuk...
Informant	Ya. Terpalang latest yang kita pakai. Yang kita gunakanlah. Obesity and overweight and obesity 18 and above tu adalah lebih kurang dalam satu daripada dua rakyat Malaysia yang berumur 18 tahun ke atas mengalami masalah overweight dan juga obesity. Tapi saya kena tengoklah pecahan umur 18 hingga 30 tu kena tengok dalam report tulah.
Interviewer	Okay. Kalau untuk finding 2019 ni kan, Puan kata baru selesai data collection kan. Jadi bila agak-agaknya akan di publish.
Informant	2022. 2023.
Interviewer	2023?
Informant	Ya. 2023 tu kita akan siapkan dalam tahun depan. Report kita akan keluarkan pada tahun depan. Pada awal yang mungkin dalam bulan empat macam tu.
Interviewer	Bulan empat. Okay. Okay.
Informant	*Audio kurang jelas* tidak ada peningkatan lah.
Interviewer	Setakat ni, kan kalau dah data collection tu kita dah boleh nampak trend-trend tu kan? Jadi, kalau.....
Informant	Trend tu boleh nampak dah. Tapi rasminya tak lagi lah. Kita tak boleh announce lagi lah dia punya dapatan dia sebab kita tak betul-betul analyze data cleaning pun tak habis lagi.

Interviewer	Boleh saya dapatkan pengesahan kutipan data untuk national health mobility survey ni dibuat 5 tahun sekali oleh institute of public health, betul ke Puan?
Informant	Kita buat. Sebenarnya kita buat NHMS ni setiap tahun.
Interviewer	Haah. Okay.
Informant	Dia berbeza-beza, so macam tahun ni kita buat NCD. Kita buat cycle tu adalah 4 tahun sekali. Sebelum ni 2019 kan? So 2023 another NCD punya cycle. Lagi 4 tahun nnti 2023 campur 4, 2027 tu akan balik semula ke NCD punya cycle.
Interviewer	Okay.
Informant	Dia 4 tahun cycle lah. 4 tahun sekali. Tapi tema yang berbeza-beza. Macam tahun ni, 2023, adalah NCD tahun depan notation suvey pulak.
Interviewer	Okay.
Informant	2024, notation survey. So another 4 years, tahun 2028 nanti another next cycle for notation survey pulak.
Interviewer	Okay. Betul.
Informant	Giliran-giliran dialah.
Interviewer	Okay. Kalau dari sudut fakta-fakta yang diperolehi daripada survey tu, ada ke faktor-faktor yang menunjukkan pemakanan generasi muda ni membawa kepada masalah obesiti tu? Isu pemakanan.
Informant	Isu pemakanan kalau dalam kita punya kajian yang 2022 ni antara yang kita tengok selain daripada amalan pemakanan tu, kita tengok dari segi pengambilan susu, pengambilan air kosong, pengambilan sayur dan buah, pengambilan fast food ni pun kita ada juga masuk dalam kita punya item yang kita survey lah. Fast food tu boleh nampaklah. Lepastu pengambilan air manis pun ada juga.
Interviewer	Jadi.
Informant	Faktor-faktor tu memang menyumbang kepada obesiti lah.
Interviewer	Okay. Jadi pengambilan fast food tu menunjukkan trend yang tinggi atau tidak membimbangkan atau macam mana puan?
Informant	Saya nak kena study ni. Saya tak ingat. Okay. Carbonated drink, ni kalau kita nak tengoklah kan dia punya. Saya cakap carbonated drink dulu ya.
Interviewer	Okay. Boleh.
Informant	*Audio kurang jelas*. Overall intake adalah dia punya prevalence dia dalam 32%. Yang ini, trend dia kita nampak trend dia buat perbandingan lah. Jap. Memang menunjukkan peningkatan lah.

	Macam contohnya prevalence of carbonated soft drink ni consumption at least once daily increase from 29% pada tahun 2012. Lepastu, tahun 2017 tu peningkatan kepada 37%. Sekarang ni dia turun balik. Dia macam tak inconsistent lah dia punya trend tu tapi dia inbetween dalam 30% ke 40% dia punya trend dia. Kalau lagi satu kita nak tengok fast food intake. Prevalance untuk last year punya survey 10% tapi kalau kita bandingkan dengan 2012, 6%, 2017, 11%. Dia macam turun naik turun naik juga lah. Kalau bandingkan dengan 2017 sedikit penurunan lah dalam 1% penurunan. Dia punya trend tu sama juga dengan carbonated drink. 2017 dia tinggi, 2022 dia turun sikit. Tapi tak banyaklah. Cuma kalau kita tengok berbanding tahun 2012 6% ke 10% tu adalah satu peningkatan yang agak besar juga lah untuk fast food.
Interviewer	Puan Nurul, kalau untuk dapatan-dapatan ni boleh Puan Nurul kongsikan ke report ni dengan saya?
Informant	Report ni, memang you boleh access dekat IKU punya portal.
Interviewer	Okay.
Informant	Semua ada. You boleh bacalah 2022 punya ni kita dah publish dan kita dah share dah. 2012 pun ada, 2017 pun ada untuk adolescent lah.
Interviewer	Okay. Kalau setakat ni kan, bila kita tengok obesiti ni kan dia membawa bebanan kepada kerajaan. Contohnya in terms of health expenditure. Sebab contoh, sekarang ni kita pun mengalami kekangan dari segi fasiliti kesihatan dan bila obesiti yang terlalu tinggi akan membawa kepada NCD. Jadi, apakah program-program yang mungkin dilaksanakan oleh IKU mungkin dari segi peringkat federal, state atau local untuk mengalakkan pemakanan sihat ni?
Informant	Okay. IKU ni kalau kita faham dia punya fungsi dia adalah menjalankan penyelidikan lah. So, biasanya kita menjalankan pendidikan berdasarkan apakah policy-policy yang ada di Malaysia. So biasanya yang kita punya stake holder ni program-program contohnya macam saya sebutkan tadi program bahagian pemakanan adalah satu program lah. So, program tu dia ada banyaklah aktiviti-aktiviti yang dia buat untuk menangani isu-isu kesihatan. Tapi kita di IKU, kita ada melaksanakan. So kita melaksanakan lepastu kita mencadangkan dan implemetasi tu akan di buat oleh program-program lah. Kalau dalam context pemakanan bahagian pemakanan adalah merupakan stakeholder paling utama sekali.
Interviewer	Jadi IKU yang
Informant	Jadi IKU ni kita akan memberikan hasil dapatan daripada tinjauan-tinjauan kesihatan itu untuk mereka ambil kita punya hasil dapatan itu untuk membangunkan program-program yang bertepatan untuk menangani isu-isu kesihatan lah. Kalau nak tengok program tu,

	kena balik ke program dan dia ada banyak program-program dia. Kalau fungsi IKU adalah melaksanakan penyelidikan sahaja. So, hasil dapatan tu lah akan digunakan sebagai oleh stakeholder untuk membangunkan policy, untuk membangunkan program, untuk mebangunkan aktiviti-aktiviti. Tapi dalam kita melaksanakan penyelidikan ni memang stakeholder pun terlibatlah. Terlibat sama especially dalam memberikan cadangan-cadangan lah apakah yang perlu dibuat untuk menambah baik status kesihatan rakyat Malaysia.
Interviewer	Okay. Kalau contoh dari segi stakeholder ni Puan Nurul. Selain kementerian kesihatan, siapa lagi stakeholder yang penting yang perlu terlibat?
Informant	Kalau untuk adolescent adalah kementerian pendidikan lah. Dan macam kita buat adolescent health survey ni pun memang kita buat bersama dengan penglibatan yang sangat besar oleh kementerian pendidikan sendiri. Sebab kita pergi ke sekolah, tinjau itu dilaksanakan di sekolah dan memang kerjasama yang sangat erat dengan kementerian pendidikan sendiri lah. Tanpa kementerian pendidikan, kita tidak dapat laksanakan adolescent health survey di sekolah.
Interviewer	Betul, sebab nak masuk sekolah tu protokol dia kan untuk buat survey tu.
Informant	Ya, betul.
Interviewer	Tapi kalau untuk survey yang 18 ke atas tu stakeholder mana selain KKM tu yang penting untuk beri kerjasama tu?
Informant	18 ke atas dia kena tengok kita punya tema lah dan kena faham juga kita biasanya kita akan buat tinjauan household. So kiita akan pergi rumah ke rumah lah dan kerjasama dengan jabatan statistik yang kita perlukan untuk mendapatkan kita punya household-household yang terlibat untuk kajian tersebut. Selain daripada itu, kita tengok tema lah macam NCD ni selain daripada kementerian kesihatan. Kita banyak NCD, kita je lah. Kalau kesihatan keluarga pun banyak kementerian keishatan juga. Setakat ni banyak kepada kita sendiri lah, kementerian kesihatan yang stakeholder tu di dalam kementerian kesihatan juga untuk mereka melaksanakan program-program dan tapi hasil dapatan kita tu digunakan beyond kementerian kesihatan.
Interviewer	Okay. Maksudnya hasil dapatan yang diperolehi IKU memanfaatkan pelbagai pihak dalam?
Informant	Melaksanakan program dan juga policy. Macam NCD contohnya, sepatutnya lah kan, macam kita nak meningkatkan aktiviti fizikal so kementerian belia dan sukan patutnya mendapat benefit lah juga daripada kita punya hasil-hasil dapatan dan dia boleh gunakan

	untuk menjalankan program-program meningkatkan aktiviti fizikal ke contohnya lah. Lagi, macam kementerian pendidikan pun dia pakai juga lah, dia boleh pakai. Untuk adolescent universiti boleh pakai. Contoh, contohnya tapi tak tau lah universiti pakai ke tak pakai ke.
Interviewer	Kalau contoh dari segi program tu pun target kumpulan tu pun kena tentukan oleh stakeholder tersebut?
Informant	Ya. Betul. Sebab kalau macam program detail dalam pembangunan aktiviti-aktiviti. Saya bagi contoh bahagian pemakanan lah sebab stakeholder yang paling kuat dalam program pemakanan ni sendiri. So, macam program di bahagian pemakanan tu sendiri dia akan melihat daripada womb to tomb daripada you tak lahir baby dalam kandungan lagi sampai ke kita dah nak mati. Itu dia punya program yang melibatkan peringkat umur daripada womb to tomb. Setiap peringkat umur tu masalah dia berbeza-beza so dia akan cater apa masalah setiap peringkat umur tersebut dan dia akan bangunkan dia punya program-program dia lah
Interviewer	Jadi, untuk mengukur kebersanan program ni pun, mereka lah yang akan ukur?
Informant	Dari segi mengukur kebersanan program ni yang itu kadang-kadang dia akan minta kita laksanakanlah. Contohnya, saya bagi macam iodine deficiency, kita ada masalah iodine deficiency dulu-dulu banyak di kesan dekat Sabah dan Sarawak. So dia dah start intervention, population intervention dengan menambah garam iodine, dia start dengan Sabah lepastu Sarawak lepastu baru-baru ni Semenanjung. So bila dia nak tengok kebersanan program tersebut, kita akan access balik semula kita punya population kita setakat mana dia punya paras iodine dia. So kitalah, IKU, yang akan buat benda kajian-kajian untuk melihat kebersanan tersebut dan kita akan bagi kepada program apakah next yang dia nak buat next step yang dia nak buat. Itu contohnya dari segi iodine, tapi selain daripada itu ada banyak lagilah. Pemakanan ni kita tengok dari segi pengambilan, macam tadi contohnya carbonated drink apa semua tu fast food tu. Kita tengok trend dia by tahun, so program akan buatlah sesuatu daripada situ.
Interviewer	Okay.
Informant	Untuk program tu you kena refer bahagian pemakanan. Sebab dia setiap peringkat umur tu ada orang yang berbeza yang incharge dia. Contohnya, remaja ni ada satu unit yang jaga, kalau pergi ke warga emas dia ada satu unit lagi yang jaga. So dia very specific untuk each group untuk dia punya program dia.
Interviewer	Okay. Kalau contoh untuk obesiti tadi Puan, ada ke selain daripada program iodine deficiency tu yang IKU measure?

Informant	Obesiti tu dari segi status pemakanan dia lah. Nutritional status, kita measure. Tapi kita tengok status pemakanan sahaja dari segi kebersanan program-program saya tak berapa nak pasti sebab macam tak nampaklah dalam NHMS kita menilai satu-satu program cuma kita ukur status pemakanan sahaja. Mungkin ada study-study yang kecil-kecil saya tak pasti. Kalau peringkat kebangsaan ataupun NHMS ni yang kita nampak banyaknya memang kita akan buat nutritional status. So daripada situ kita tahu what is the status every 4 years macam tu la. Contoh misal kata dia buat apa-apa program dekat remaja di sekolah ke dan selepas pelaksanaan program tu kita nilai balik yang itu saya tidak pasti. Specific tu. Certain-certain program itu saya tak pasti.
Interviewer	Kalau dari segi pendapat atau pandangan Puan sebagai wakil daripda IKU, adakah Puan rasa mengamalkan pemakanan yang sihat ni dapat mengurangkan peningkatan obesiti di Malaysia.
Informant	Kalau pendapat saya betullah. Bukan pendapat sahaja tapi memang evidence banyak menunjukkan apabila kita menjaga pemakanan kita. Nombor 1 kita boleh maintain kita punya status pemakanan kita dalam keadaan yang baik kalau kita baikkkan. So, kalau kita nak turunkan berat badan pun dengan pemakanan juga kita boleh menurunkan berat badan. Sama juga kalau kita kurus kita nak jadikan kita dalam kategori yang normal semua tu memang pemakanan memainkan peranan yang sangat penting. Itu bukan pendapat saya secara peribadi, terlalu banyak evidence yang say so.
Interviewer	Okay. Tapi kan kalau kita lihat trend generasi muda ni mereka lebih suka makan makanan segera restoran. Tapi kita tak boleh berdasarkan kajian saya peringkat dalam kalangan generasi muda ni suka makan fast food sebab dia rasa fast food ni affordable, convenient, mudah di dapati. Lagi-lagi dalam kalangan student.
Informant	Betul. Sebab saya nampak jugalah sebab banyak restoran-restoran fast food ni dia ada promosi-promosi dia kan. Contohnya pada certain-certain time dia boleh beli harga yang lebih murah. Betul, affordability tu lebih tinggi berbanding dengan you makan nasi sepinggan dah 10 ringgit tapi you boleh makan fast food tu below 10 ringgit, contoh mix & match, something like that. Dan yang jenis apa ni, promosi buy one free one macam tu, budak-budak ni kejar benda-benda macam tu sebab dia boleh dapat amount yang banyak dengan harga yang lebih rendah dan dia share dengan kawan-kawan dia macam tu lah. Saya perhatikan begitu juga lah, pemerhatian, itu dari segi pemerhatian.
Interviewer	Jadi macam mana kita...
Informant	Rasanya itu convenience kut.
Interviewer	Convenience.

Informant	Ya. Conviniece kut. Kan. Dekat situ dia nak lepak nak study. Pick-up pun boleh, order dulu pick-up kemudian. So dengan apps-apps sekarang ni memang budak-budak suka. Sebab banyak promo dekat apps kumpul mata.
Interviewer	Redeem. Boleh redeem
Informant	Ya. Boleh redeem. Bukan satu sahaja. Pelbagai fast food industry or franchisee yang buat macam tu. Nak compare dengan kita lah, orang dulu-dulu makan nasi kan. Sekarang ni nak makan nasi campur pun dah agak susah nak cari kalau dekat luar. Saya sendiri pun rasa macam tu. Kalau kita tak masak kita nak cari kat kedai, nak cari nasi campur pun susah dah. Kalau nasi campur at least kita ada lauk ada sayur. Kalau benda-benda fast food ni kita belum tentu lagi kita boleh dapat keseimbangan nutrient yang kita perlukan. Tapi itulah yang anak-anak generasi kita hadapi sekarang lah. Agak sukar juga lah untuk menangani. Tak tahu policy macam mana yang boleh bantu.
Interviewer	Okay. Kalau pendapat Puan Nurul, ramai generasi muda sekarang juga menganggap makan fast food ni pun selain daripada lifestyle dia juga menjadi trend, Puan setuju ke dengan kenyataan itu?
Informant	Saya nak kata jadi trend ni dia macam dia dah jadi budaya tau. Budaya dia. Yelah, boleh kata saya setuju juga. Lagi trend, lifestyle. Tapi dia orang bijak. Dia orang bijak. Bijak. Kita orang-orang tua ni kita ni tak bijak tapi dia bijak time bila dia nak beli. Dia beli bukanlah macam hari-hari. Dia tak lah belanja besar pun sebenarnya tapi dia cekap mengambil kesempatan bila-bila masa yang benda-benda macam tu lah, promosi-promosi ni. Cuma saya rasa kita tidak mengambil peluang lah masa pandemic covid dulu kan. Balik-balik semula kepada tahun 2020.
Interviewer	Okay.
Informant	Kita tak ambil kesempatan 2020 dulu covid. Bila kita balik semula 2020 covid kan? Masa itu kedai makan, mula-mula tak buka. Tak buka tu memang dah isu. Lepastu bila dah buka, dia tak buka sampai 24 jam bukan? Dia buka sampai pukul 8, kita survive tak? Kita survive ja. Kita survive ja. Dulu kita struggle nak buat policy supaya kita tak nak ada kedai-kedai beroperasi 24 jam. Tapi sangat sukar untuk di laksanakan pada ketika itu. Tentangan memang banyak. Tapi bila covid, 2020, kita boleh ja buat. Buka sampai pukul 8, buka sampai pukul 10 lepastu tak ada lagi dah operasi. Cuma kita tak teruskan sahaja benda tu. Bila dah keadaan kembali normal, kita allow balik 24 hours punya masa beroperasi. Itupun satu lah miss that opportunity lah bagi saya lah. Sebab nampak cantik dah. Kita dah boleh. Okay ja pukul 10 tutup kedai. Kita tak teruskan lepas pandemic tu.

Interviewer	Jadi faktor pengoperasian restoran fast food tu pun menyumbang kepada isu ini, betul?
Informant	Ya. Lagi satu budak-budak kita sekarang ni. Dia sebab status pemakanan ni dia bukan tengok pemakanan sahaja kan. Dia nak gemuk ke, dia nak kurus ke dia bukan bergantung kepada pemakanan 100 peratus. Gaya hidup tu pun sendiri. Masa tidur you, masa bila you nak berfizikal aktiviti you. Kalau tengok trend budak-budak muda sekarang. Cuba tengok waktu bila dia hidup. Kan. Banyak yang suka berjaga malam, tidur siang hari. Betul tak?
Interviewer	Betul.
Informant	Masa bila trend dia macam tu, dia punya pattern pemakanan dia dah lari. Availability of makanan-makanan yang ada waktu dia berjaga tu pun mempengaruhi. Masa tidur yang tak cukup. Semua itu mempengaruhi status pemakanan budak-budak kita lah. So, saya nampak yang agak struggle lah. Saya tak cakap orang lain sangat. Anak-anak saya pun sama. Bila kita balik kerja dia tiada. Dia keluar, dia kerja ke apa ke. Dia keluar. Kita dah tidur karang dia balik tak tahu pukul berapa. Tapi dia tak tidur sampai kita nak pergi kerja dia tak tidur lagi. Kita dah pergi kerja baru dia tidur. So, waktu dia macam terbalik dah. Terbalik dah. Lepastu, dia komunikasi kan budak-budak sekarang ni dia punya dunia dia bukan di Malaysia sahaja. Dunia dia di alam maya ni, communication dia dengan worldwide communication. Kawan kat Amerika lah, kawan kat UK lah, kawan kat situ kat sini. So dia punya masa tu dah jadi macam tu lah. Tak tentu arah macam tu. Itu saya rasa salah satu faktor tapi saya tidak tau ini pemerhatian saya. Tak ada kajian-kajian yang saya tak bacalah. Kajian-kajian yang mengkaji polar hidup, polar hidup anak-anak remaja kita ni dan dikaitkan dengan pemakanan, dikaitkan dengan status pemakanan. Itu belum saya tak jumpa lagi lah. Tapi itu macam satu trend yang kurang bagus lah untuk kita punya biological badan kita sendiri lah.
Interviewer	Okay. Kalau contoh, isu pemakanan yang tidak sihat ni Puan, kalau kita lihat secara menyeluruh untuk masyarakat di Malaysia ni. Maksudnya bukan untuk generasi muda sahaja, masyarakat keseluruhannya. Maksudnya dari segi orang dewasa. Jadi dia memberi kesan ke kepada keselamatan negara, kalau isu kesihatan ni kita tak dapat tangani?
Informant	Keselamatan negara?
Interviewer	Ya.
Informant	Keselamatan negara, contohlah saya kalau kita nak ambil contoh lah, contoh dia covid lah kan. Covid tu sendiri, itupun mengganggu kita punya keselamatan negara juga lah bagi saya.

	Sebab bila kita tengok, bila ada satu-satu pandemic berlaku kan so siapa yang high risk untuk terjejas dengan all the pandemic tu. Orang yang status pemakanan dia samada dia overweight, obesity ataupun underweight. So, itu salah satu lah yang boleh dikaitkan dengan keselamatan negara dari segi penyakit-penyakit dia lebih mudah terancam. Risiko kematian mereka lebih tinggi lagi risiko kematian. Risiko komplikasi mereka ini adalah lebih tinggi lagi dia punya risiko. So, katakan kalau 50% daripada rakyat Malaysia mengalami masalah obesiti, overweight berisiko tinggi terhadap ancaman-ancaman penyakit. Habislah kita punya populasi kita. Macam itulah. Yang saya nampaklah yang saya boleh relate. Dari segi keselamatan lain-lain tu, apa lagi ya?
Interviewer	Kalau macam contoh, WHO (World Health Organization), dia introduce term globesity untuk menggambarkan obesity ni adalah satu epidemic yang berlaku di peringkat global. Jadi, adakah Puan rasa yang ini pun akan membawa kepada isu kelemahan negara. Menjadi masalah peringkat global.
Informant	Yelah. Dia masalah peringkat global dia still berkaitan dengan kesihatan jugalah. Dari segi kalau nak tengok dari segi ekonomi lah pula kan.
Interviewer	Ya. Betul.
Informant	Penyakit you punya performance you tak bagus. You kerap MC. You akan kerap masuk hospital. So, boleh menjadikan kita punya productivity kita menurun lah. Itu dari segi ekonomi lah. So, kalau ekonomi kita tak kuat dan of course lah negara kita lemah lah. And kalau you nak relate dengan ekonomi lah. Tapi kita minta dijauhkan lah sehingga ke tahap tu.
Interviewer	Betul.
Informant	Agak sukar. Mungkin orang tak nampak kut benda ni akan menjadi ancaman-ancaman yang serious sehingga menjadi macam itu.
Interviewer	Okay. Pada pandangan Puan, ada ke nasihat ataupun cadangan yang boleh disuarakan kepada generasi muda khususnya bagi mengalakkan mereka mengamalkan pemakanan yang sihat walaupun mereka penggemar tegar fast food.
Informant	Kalau kita tengok tadi prevalence of fast food itu 10% sahaja, 10% dalam kalangan adolescent, 90% lagi tu masih okay. So unfair jugalah untuk kita mengatakan budak-budak kita banyak yang makan fast food kan. Tapi untuk cater yang 10% ni, itu pun satu benda yang mencabar. Saya tak boleh perincikan. Tapi you boleh tengok nanti fast food intake ni dia berlaku banyak di urban ke rural ke. You boleh tengok nanti. Saya tak ingat. Rasanya dekat urban lah yang paling banyak fast foo kan.

Interviewer	Itu pun ada dalam report itu Puan?
Informant	Rasanya ada. Cuma saya tak boleh nak recall semua.
Interviewer	Okay. Macam kita berbalik kepada soalan tadi tu berkenaan cadangan tu Puan. Untuk suarakan.
Informant	Okay. Itulah sebenarnya, ibu bapa memainkan peranan yang penting jugalah dalam mendidik anak-anak. Nombor satu kita nak membentuk anak-anak kita dengan baik dari peringkat kanak-kanak. Tapi bila dia dah dapat duit poket dia sendiri, masa itu lah dia nak menggunakan segala-galanya nanti. Sebab benda ni dia kena jadi macam betul-betul kena jadi habit. Walaupun dia jadi habit, dia macam dia *audio kurang jelas* fasa memberontak “aku nak cuba ni, aku nak cuba tu, aku nak cuba ni” kan. Next time, bila dia dapat duit sendiri dia akan cuba segala-gala bendanya. It’s quite challenging juga lah. Dari segi cadangan itu, memang banyak faktor, banyak pihak yang memaikan peranan dalam menangani isu ni. Nombor satu, ibu bapa. Nombor dua, budak-budak ni sendiri kita kena didiklah dan selain daripada itu saya rasa macam especially yang menjaga kita punya industri makanan. Saya tak pasti yang peraturan-peraturan, garis-garis panduan ni rasanya bahagian pemakanan dengan bahagian kawalan kesihatan dan kualiti makanan ni ada peranan yang besar lah dekat situ. Untuk mengariskan beberapa garis panduan untuk memastikan makanan-makanan itu sihat. Saya tahu dia ada dalam macam banyak usaha yang dibuat oleh kedua-dua bahagian ni sebenarnya. Dari segi informasi produk dia sendiri. Kalau macam kentang itu kan, kentang goreng, contohnya. Macam mana kentang goreng tu nak dijadikan lebih sihat, kurangkan garam, kurangkan minyak ke. Itu boleh dibuat secara *audio kurang jelas* masa yang sangat lama lah. Kita dah try banyak kali dah untuk kurangkan gula daripda minuman, contohnya. Ini peranan-peranan industri lah yang kita masih cuba teruskan. Ya. Untuk mengurangkan gula, untuk mengurangkan garam, untuk mengurangkan lemak ini part industri dengan kerjasama dua bahagian penting tadi. Saya cakap bahagian pemakanan dan juga bahagian kawalan keselamatan kualiti makanan. Bahagian kawalan penyakit juga ada peranan dekat situ lah. Sekolah, sekolah kalau kita tengok banyak dah program yang kita buat dekat sekolah. Ada garis panduan penjualan makanan dekat kantin, tapi bila kita kawal dekat kantin dekat luar pagar kita tidak boleh nak kawal.
Interviewer	Betul.
Informant	So itu kerajaan tempatan kena memaikan peranan yang sangat besar. Dalam mengawal penjualan-penjualan di luar kawasan sekolah, di luar pagar sekolah bukan kawasan sekolah. Luas sangat tu. Ni budak-budak keluar sahaja pagar sekolah dah jumpa dah segala macam benda. Koperasi sekolah pun kena turut serta patuh

	kepada penjualan makanan-makanan ini. Ini kita bincangkan juga dengan bahagian pemakanan. Sebab bahagian pemakanan ni insha allah dia akan keluaran dengan garis panduan akta pemakanan something like that, dalam process. So untuk detail tu saya tak boleh nak cakap bukan saya punya skop. Itu you boleh jumpa dengan bahagian pemakanan. Apa lagi ya cadangan-cadangan. Itulah, saya tekan kepada ibu bapa untuk mendidik anak-anak kita dengan mengamalkan pemakanan-pemakanan sihat ini. Pastikan anak-anak kita dapat makanan yang sihat. Benda itu dia kena amalkan daripada kecil tau. Kalau misal kata kita daripada kecil dah ajar anak kita makan fast food segala benda, dia akan membesar dengan benda-benda tu dan dia akan cari benda-benda itu jugalah. Cabaran sekarang ni banyak mak ayah pun kadang-kadang tak sempat nak masak apa benda semua.
Interviewer	Betul.
Informant	Kena sama-sama berusaha. Kena ajak anak kita masak sama-sama.
Interviewer	Makan home cook. Okay. Kesan. Okay. Jadi untuk soalan temubual ni, saya rasa alhamdulillah dah menjawab pertanyaan. Terima kasih banyak Puan Nurul. Okay. Cumanya, kalau akan datang kalau saya perlukan maklumat tambahan lagi ataupun saya perlukan clarification dari segi report itu, mungkin nanti bila saya baca report itu saya kurang jelas boleh saya rujuk kepada Puan nurul?
Informant	Boleh.
Interviewer	Terima kasih banyak.
Informant	Sama-sama.
Interviewer	Jadi untuk itu, saya ingin ucapkan terima kasih banyak-banyak kepada Puan Nurul di atas kesudian untuk menyertai temu bual saya ini. Nanti, boleh ke Puan Nurul email kepada saya alamat Puan Nurul untuk saya post sedikit cenderahati sebagai tanda penghargaan.
Informant	Boleh. In shaa allah.
Interviewer	Dan ada juga borang, hari itu saya dah email tapi tidak mengapa saya boleh email semula. Borang persetujuan untuk menyertai penyelidikan. Nanti saya sertakan daripada email Puan.
Informant	Okay.
Interviewer	Terima kasih banyak Puan Nurul. Assalamualaikum
Informant	Waalaikumusalam. Jangan lupa cari bahagian pemakanan.

Interviewer	Itulah. Saya macam. Puan Nurul ada ke macam direct contact yang boleh saya terus hubungi. Sebab bila saya pergi kepada website tu, ada banyak pegawai.
Informant	You approach dia punya pengarah dia. So nanti pengarah dia akan *audio tak jelas* kepada siapa-siapa. You cakap kalau objektif you apa so kalau misal kata remaja. Dia akan bagi orang yang in charge remaja.
Interviewer	Okay. Betul. Sebab saya memang. Sebelum ni saya nampak yang bahagian kualiti dan keselamatan itu. Jadi bahagian pemakanan tu rupanya dia lagi satu cabang yang lain bawah KKM.
Informant	Ya. Sebab banyak polisi-polisi pemakanan tu dipengang oleh bahagian pemakanan. So, program-program memang banyak bahagian pemakanan yang buat. So dia lagi besar, dia ada macam national plan of action untuk pemakanan. So dia boleh cerita satu-satu what is the program untuk setiap kategori umur tadi yang saya cakap tu. So kalau you just nak skop adolescent sahaja, dia akan focus adolescent. Lepastu kalau you tertinggal bahagian pemakanan ni, you akan tinggal gambaran besar pemakanan di Malaysia.
Interviewer	Jadi memang isu pemakanan ini sebenarnya penting. Dia kena mula daripada rumah.
Informant	Ya. Daripada kecil lagi kita dah kena bentuk.
Interviewer	Betul.
Informant	Dan kita bentuk molek pun tak tentu lagi jadi molek.
Interviewer	Okay. Terima kasih banyak Puan Nurul.
Informant	Sorry saya tak sempat nak sedia-sediakan sangat. Tapi you all boleh bacalah, report memang kita ada banyak dekat kita punya portal IKU tu. Search sahaja Institut Kesihatan Umum. Laporan-laporan. NHMS semua ada. Lepastu ada juga laporan-laporan kajian-kajian yang kecil-kecil yang kita buat pun ada.
Interviewer	Laporan itu semua memang freely access kan Puan Nurul. Maksudnya tak perlu bayar ke apa.
Informant	Ya. You nak baca ke, you nak download ke you boleh baca.
Interviewer	Okay. Terima kasih banyak Puan Nurul. Assalamualaikum.
Informant	Walaikumusalam.

APPENDIX 12

In-Depth Interviews Transcript (Selangor State Health Department, Ministry Of Health)

Interviewer	Okay, sebelum saya mula aaa saya share sikit aaa tentang maklumat berkenaan research saya. Okay, nampak ke?
Informant	Hm, hm.
Interviewer	Okay, pertama sekali saya ingin ucapkan terima kasih kepada aaa kepada akak kerana sudi aaa menyertai aaa temubual ini. So aaa secara ringkasnya, aaa saya Nor Ezatie Mukminah binti Muhammad Zamri, merupakan pelajar pasca siswazah daripada UiTM Shah Alam. Anda telah dipilih sebagai salah satu Informant untuk menyertai kajian ini. Saya menjalankan sesi temu bual ini adalah untuk memenuhi keperluan kajian PhD saya. Tujuan utama kajian ini dijalankan adalah untuk menyiasat aktiviti-aktiviti CSR yang dijalankan oleh restoran makanan segera di Malaysia bagi menggalakkan generasi muda makan secara sihat untuk menyelesaikan peningkatan obesiti. Kajian ini juga untuk merupakan langkah-langkah yang diambil oleh Kerajaan bagi mentadbir urus restoran makanan segera bagi memastikan keselamatan makanan dan kawalan kualiti. Data secara soal selidik telah dijalankan pada awal. Seterusnya, sesi temu bual ini dijalankan bagi menyiasat isu ini aaa secara lebih mendalam. Jadi sesi temu bual ini akan dirakam dan seterusnya akan ditranskrip bagi penganalisan data. Dijangka aaa temu bual ini mengambil masa selama satu jam. Informant dikehendaki menurunkan tandatangan pada borang persetujuan. Nanti saya akan sertakan borang tersebut untuk akak tandatangan. Boleh sign di situ ja.
Informant	Ah, alright.
Interviewer	Penyertaan anda dalam kajian ini aaa adalah secara sukarela. Anda berhak menolak untuk menyertai kajian ini atau menarik diri daripada kajian ini pada bila-bila masa tanpa sebarang penalti. Maklumat yang diperolehi daripada kajian ini akan memberi manfaat kepada individu, penyelidik, kerajaan dan komuniti bagi menyumbang kepada kualiti hidup rakyat dan polisi yang akan datang. Tiada risiko terlibat dengan kajian ini aaa dan maklumat yang disalurkan semasa sesi temu bual ini adalah sulit dan hanya akan digunakan bagi tujuan kajian ini sahaja. Okay, jadi aaa kita terus mula kepada soalan temubual kita yang pertama. Okay, could you introduce yourself and describe your role in this organization?
Informant	Assalamualaikum Wbt. My name is Juliza binti Mohamad Jamil, with 15 years of public service experience. I'm now working as an assistant district officer at the Kuala Selangor Land District Office and my position is in the Community Development Division, where I actively participate in community development planning for the Kuala Selangor District. Okay, *unclear I work to promote Community progress and execute projects that improve the well-

	being and development of our local people. And my responsibilities include developing and implementing community based programs, collaborating with diverse stakeholders and ensuring that our community development plans are in line with both aaa with both local and also larger goals.
Interviewer	Okay, so aaa basically, do you have aaa specific age group aaa for the program that you targeted?
Informant	Aaa what?
Interviewer	Aaa do you have a specific age group for the community that you targeted?
Informant	Aaa, no. Actually, it is aaa local people at Selangor, sorry at Kuala Selangor.
Interviewer	Hmm, I see. What are, what are the examples of the programs have you implemented?
Informant	Aaa gotong-royong programs, aaa Sambutan Hari Kemerdekaan program, aaa kampung community programs, aaa Malaysia, oh sorry. Erm Sejati Madani programs, aaa something like that lah.
Interviewer	I see. Okay.
Informant	Program related to, to erm to aaa community.
Interviewer	Okay, that's good. Okay. So, the next question, aa what is your view on the trend of obesity among the young generation? Aaa before that, you may give aaa your opinion from the perspective of MOH because previously you worked with the aaa Jabatan Kesihatan, right? *laugh.
Informant	Ya. Okay.
Interviewer	Okay, alright.
Informant	Okay, erm. In my opinion, fatness, often known as obesity, is a chronic condition that is going around the world, particularly in Malaysia. Okay, aaa obesity was first discovered as a health risk factor 10, 10 years ago. Particularly for cardiovascular illness and heart disease. However, during the last five years, aaa new scientific results have revealed that obesity is a condition that has negative health consequences and leads to major disease in those who are aaa predisposed to obesity including aaa heart disease and diabetes. Aaa according to the World Factbook Central Intelligence Agency, most recent statistics from 2016 to aaa 2024, Brunei ranks first in South East Asia with 28.2% of its population suffering from weight disorders. Aaa then Malaysia, which placed second highest, aaa 19.7, aaa while Singapore and Thailand were *unclear 11.6%. Erm, okay. Last but not least is Timor-Leste which has the lowest aaa ranking compared to other countries. Erm, Malaysia's obesity problem is becoming increasingly alarming with one out of every two adults aaa in the country, or more than 11 million people overweight or obese. Aaa according to the Malaysia Ministry of Health or MOH, the 2023 National Health and Morbidity Survey (NHMS) reports aaa shows that aaa 54.4% of Malaysians are overweight. Erm, actually the record increased by 3% over 50.1% in 2018. Hmm, Malaysia now has 22,000,000 person, each 18 and up.

	Ehem, sorry. The NHMS 2023 research also shows that the prevalence of overweight and aaa obesity among Malaysians people increased by 10% between 2011 and 2023. Erm, in 2011, figures revealed that 44.5% of women had more than 25, rising to aaa 47.7% in 2015, 50.1% in 2019 and 54.4% in 2023. Okay, aaa according to the report that I read before, about 268 million children, aged 5 to 17 years old worldwide will face more serious health and obesity issues aaa by 2025, which is next year. This forecast is achievable if the present style trend continues without serious action to address it. Aaa okay, in Malaysia, obesity among young generation is a growing issue that requires a single strategy or approach to improve the health of individuals.
Interviewer	Erm, I think the, the figure is quite worrying because it affects our young generation, which is our future generation and our future leaders. So, during your experience aaa working at health sector, do you see aaa any patient aaa experience with obesity? or they, or what, what are their kind of experience?
Informant	What kind of problems? Aaa, regarding the obesity...
Interviewer	Patient.
Informant	Erm, actually, erm, as I said before, aaa obesity aaa can erm, aaa wait ah. Aaa obesity can lead to a major disease, aaa which is, including heart disease and also diabetes. Aaa actually hard for them to aaa to move, aaa mobility. Actually, we, aaa, Ministry of Health also have a problem to aaa transfer patient from one place to another place aaa using MOH ambulance because they need special ambulance, aaa that's we call it aaa baria, erm sorry eh, if i am not mistaken, bariatric ambulance to aaa to aaa to aaa cater this patient. The obesity patient, I mean.
Interviewer	Oh. So, it can be perceived that the aaa you also...
Informant	*Unclear. Sorry, sorry.
Interviewer	Okay. So it can be perceived that aaa some of the clinics also aaa experience the challenge in terms of the health facilities, right?
Informant	Ya.
Interviewer	Because you need a special ambulance to transfer the patient.
Informant	Hm, hm.
Interviewer	Okay. So, aaa the third question. In your point of view, what are the factors that contribute to obesity among young generation?
Informant	Erm, actually there are various factors that contribute to obesity, aaa such as age. Increasing age will cause the metabolic rate to decrease, therefore weight gain will be significant even if there is no change and additional in eating habits in terms of amount, types and frequent. Other than that, gender. Women are more likely to be obese than men. Aaa this is because women have a low metabolic rate compared to the high metabolic rate among men. Okay, so this obesity problem will become aaa acute when women reach menopause.

Interviewer	Hm.
Informant	Okay, other than that, hereditary factor. Some individuals have genetic factors that cause them to easily gain weight and become obese. For example, aaa parents obese, so children, erm kids aaa, also aaa have aaa possibility aaa have, have risk to become obese too. Okay aaa, other than that, aaa physical activity. Aaa lack of physical exercise and poor diet largely cause obesity. Hmm, the rise of digital gadget and social media may lead to increased sedentary lives. Aaa with the younger generation spending hours sitting and engage online rather than aaa being aaa physical, physically active. Aaa, fast food also can contribute to obesity, especially among young people. Since it has a high calorie content and the portions are generally aaa larger than usual, aaa which leads to overeating, nutria aaa what we call it? Nutritional imbalance and also aaa high sugar. Aaa psychological factors also aaa ehem play a role. Aaa many individuals over eat when faced with stress or emotional instability, right? Erm, that's all, I think.
Interviewer	Aaa, I think that's really a good answer because it almost covers aaa most aspects, especially the psychological, aaa poor, aaa poor eating lifestyle and also our sedentary lifestyle today makes the young generation become inactive. Okay, so the next question. Do you think practicing a healthy dietary pattern can reduce the rise of obesity in Malaysia?
Informant	Oh, yes. Aaa practicing a healthy dietary pattern can significantly contribute to reduce the rise of obesity in Malaysia. Erm, actually, a healthy diet plays a crucial role in maintaining balanced energy intake and ensuring that the body receives the necessary nutrition aaa for optimal health. Aaa adopting a healthy dietary pattern helps combat obesity in several ways. Aaa, firstly, it promotes calorie control by encouraging the consumption of nutrition dense aaa food in appropriate portion size aaa by focusing on whole foods like fruits, vegetables, whole grains and lean proteins. Aaa individuals can manage their calorie intake more effectively and reduce the consumption of high calorie and low nutrition food. Do you know suku suku separuh?
Interviewer	Concept?
Informant	Ya, ya. Concept promoted by the Ministry of Health.
Interviewer	Ya, I think I used to hear that before.
	Ah, okay. Okay, second, proper nutrition supports overall metabolic health and helps regulate appetite and hunger. Okay, diet rich in fiber, protein and healthy fats actually can enhance aaa, ehem aaa *not clear and also reduce our eating and help maintain a healthy weight. Okay. Okay. Additionally, aaa healthy eating patterns often limit the intake of high fat, high sugar and processed food, which are known contributors to weight gain and obesity. Erm, establishing good eating habits aaa such as eating regular meals and snacks, aaa avoiding emotional eating and being mindful of food choice further support weight management and prevent unhealthy weight gain. Moreover, adopting a healthy dietary pattern is not just a short term solution. Erm, but erm, sustainable

	lifestyle change that promotes long term, healthy and well-being. Erm, education. Educationing individuals, especially from a young age about healthy eating and the benefits of a balanced diet aaa can foster lifelong habits aaa that support healthy weight and overall health.
Interviewer	In your point of view. For educating the young generation, who should play the main role?
Informant	Aaa actually, aaa parents play the, the, the, erm, the role to erm show, to, to show and to educate their children. Second, aaa teachers and also friends. Erm, Influencer, aaa actor, actress also can aaa educate younger generation to eat healthy food and to influence them to, to, to eat healthy food compared to aaa junk food or fast food.
Interviewer	Erm, do you think that aaa the fast food can play their role to promote the young generation to healthily through their CSR activities, corporate social responsibility?
Informant	Yes, actually they can. By, by promoting aaa healthy food erm to younger generation aaa during CSR program.
Interviewer	Okay, thank you. Okay. So, the, the next question. How government administers fast food industries to ensure the food is safe, quality and nutritious?
Informant	Okay. The Malaysia Government, I focus to Malaysia Government.
Interviewer	Ah, yes.
Informant	The Malaysia Government aaa actually implies a comprehensive approach to aaa oversee the fast food industries, ensuring that food is safe, high quality and meets nutritional standards. As we all know, aaa the Ministry of Health aaa is the primary regulatory body responsible for food safety and quality, which the Malaysian Food Safety and Quality Division (FSQD) playing the crucial role in enforcing aaa safety and quality regulation. Okay, actually key legal frameworks aaa such as The Food Act 1983 and food regulations 8, erm sorry, 1985 established standard for food labeling, hygiene and also safety practices that aaa fast food operators aaa must follow. Ehem, okay. Additionally, many fast food outlets in Malaysia seek halal certification from the Department of Islamic Development Malaysia or Jakim will ensure compliance with Islamic dietary laws and hygiene standards. Actually, the aaa why the nutritional guidelines for Malaysians are not legally binding? Aaa they influence public health policies and encourage the inclusion of healthier options in the fast food menus. Aaa, regular inspection and audits conducted by the FSQD also help maintain adherence to this standard, aaa addressing potential issues related to aaa food quality and also safety. Erm, clear and accurate food labeling regulation enables consumer aaa to make aaa informed choice while aaa public awareness campaign promotes healthy eating habits also and aaa encourages fast food chains to offer nutritious menu options. Furthermore, the government collaborates aaa with the industry aaa to foster better practice and innovations aaa such as reducing trans-fat and also enhancing nutritional value. Erm,

	overall, this multifaceted approach integrates aaa regulation framework, inspection, certification, public health initiative and also industry collaboration to ensure the fast food industry meets rigorous standards of safety, quality and also nutrition.
Interviewer	I think our government has done a lot to tackle this issue.
Informant	Oh, ya.
Interviewer	So they should give praise because I think it's not easy to tackle this issue because aaa I think obesity issues have been a long time ago. I think, for your information, the World Health Organization has introduced the term 'globesity' to describe the obesity as the global epidemic.
Informant	Oh.
Interviewer	So now, *not clear. So, if we did not address the obesity issue in our country, it indirectly leads to the global issue.
Informant	Oh?
Interviewer	Yes, yes. So, thank you for sharing on the initiative because some of the initiatives also I did not have a lot of information about that. So, the next question. What are the issues and challenges in tackling this?
Informant	Erm, okay, actually the Malaysia government aaa faces several challenges in administering the fast food industry to ensure that food is safe, high quality and also nutritious. Okay, one major issue is aaa compliance and enforcement. As ensuring that fast food establishments adhere to food safety regulation aaa can be difficult despite existing laws, some operators may not fully follow hygiene standards or may use substandard ingredients, requiring regular inspection and penalties that can strain regulatory resources. Erm, additionally, the fast food industry aaa constant evolutions with new product and trend makes it challenging to keep regulations up to date, aaa ensuring that new product mix, safety and nutritional standards *not clear ongoing adaptation aaa and also monitoring. Erm, the complexity of halal certification also poses a challenge. Maintaining the integrity of this certification requires rigorous checks and can be aaa resource intensive. Erm, nutritional information and marketing present further difficulties as fast food companies often make health claims that may not always be accurate or fully substantiated, complicating aaa the regulation of aaa marketing practice. Erm, public awareness and education about healthy eating also crucial but can be aaa challenging to achieve effectively and require substantial resources. Aaa, economic pressure also plays a role as regulatory action. May face erm resistance due to potential increase in aaa operational cost for business. Moreover, the global supply chain aaa uses the fast food chains aaa complicate the monitoring and reverse over sign. Lastly, is monitoring the impact of fast food on public health and aaa evaluation of upcoming aaa outcomes of regulation, interventions involve ongoing research. Addressing these challenges requires coordinates approach, including straightening regulation framework, enhancing enforcement, updating guidelines from time to time

	and promoting public education to aaa to the public and aaa collaboration among government entities, industry stakeholder and also the public.
Interviewer	Erm, I agree with that. Thank you. Okay. So, I think we can move to the last question. What are the recommendations for the young generation to practice a healthy eating lifestyle?
Informant	Okay, actually young people can make several practical changes in their daily routines. Firstly, it's important to be mindful of portion size. A single super-size fast food meal can contain more calories than needed for the entire day. Whether dining out or preparing meals at home, aaa the young generation needs to focus on consuming only what their body requires. Additionally, aaa be cautious of advertising tactics that promote high fat food and sugary drinks often endorsed by celebrities or influencers. Okay, recognize these strategies and make informed choices. Eating a nutritious breakfast every day, whether at home or at school, is crucial as it kicks start their metabolism. If the young generations express *not clear, for quick, healthy aaa snacks like a banana, aaa apple or handful of nuts or a cheese steak are suitable for, for them. Aaa the young generation also can pack their own snacks or lunch for school, will ensure that they have access to healthy portion control options or they enjoyed. Aaa, they also can eat dinner with family or loved ones, sharing home cooked meals. I mean sharing home cooked meals can increase the likelihood of consuming healthier foods. And finally, getting involved in grocery shopping, meal planning, and cooking at home not only make healthy eating more enjoyable, but also support better eating habits for aaa the whole family.
Interviewer	Alright. So, I think aaa you have managed to answer all the questions. So, I would like to express my sincere gratitude and really thank you for this fruitful discussion because all the answers given by you is really informative and you elaborate in detail with some, erm, especially about the government initiatives. I really do not have a lot of information about that because some of the information that's not available online. So, I am really thankful for the answers and all the information that you share. However, this information will be only be used for the purpose of my study and will be taken confidential. So, I stop the recording first. Okay.

APPENDIX 13

In-Depth Interviews Transcript (Rightside Company)

Interviewer	OK, so basically Miss Nisha, I am Ezatie, post graduate student from UITM. So, this is my aaa Prof... my supervisor, Associate Professor Dr Suziwana.
Informant	Pleasure to meet you.
Interviewer	Yeah, it's our pleasure to meet you. Yeah.
Interviewer	*Laugh. Actually, we are here today aaa for interviewing you. Okay. Aaa I will read the research protocol first. So, dear Informantts. I am Nur Ezaties, a postgraduate student from UITM Shah Alam. You have been chosen as one of the Informantts for this study. So, I am conducting this interview for the requirement of my PhD research. The purpose of this interview to investigate the... your company activity aaa perform in Malaysia to encourage the young generation to eat healthily in entangling the rise of obesity. So, the study aims to find out the measures taken by your company. So, the data collection aaa for this interview aaa will be recorded and later will be transcribed for the data analysis. So, the estimated time might be plus and minus one hour only. So, your participation in this research is entirely voluntary aaa you may refuse to take part *laugh in the study or you may draw yourself *laugh.
Informant	*Laugh.
Interviewer	Okay, so information obtained from this research will benefit the individual, researchers, government and communities. There is no risk associated with this research and the information provided during this interview will be kept confidential and only for the purpose of this study only. Okay, so maybe we can start with the introduction. Could you introduce yourself and describe your role in this organization?
Informant	Okay, my name is Nisha *unclear. I am now the acting operations manager here, but I'm also one of the owners of the company.
Interviewer	Okay aaa could you explain more your role?
Informant	My role actually this is our erm first outlet, our main outlet, but we also have another three outlets around Klang Valley, so my role is aaa ensuring that the operations of each outlet are following the proper protocol and SOP, monitoring the staff and the management of each outlet to ensure that they follow the SOP and things are running properly, aaa interacting with consumers and customers to ensure that erm they are, they are happy and also to get suggestions as to how we can improve for future in terms of menu, in terms of

	presentation and also working with the marketing side of the company to facilitate, promotes, marketing strategies and other other things like that.
Interviewer	So aaa basically erm in order for you to aaa follow the protocol, do you have any specific standards that you refer?
Informant	Yeah, we have standard operating procedures for the kitchen, kitchen for food preparation for how... how... Like simple things, how they dress, how they work, we do have standard operating, aaa we have a manual for that.
Interviewer	Okay, so any food preparation standard that your company is bound to follow?
Informant	Our... because we are a made in Malaysia company, and aaa most of our... the major bulk of our food that we serve, that is the burgers, the sauces and everything, is manufactured actually by us by a sister company, so that company is ISO HACCP Halal certified. We have GMP, so we have all those, even FSSC. So, we have those certifications aaa the raw materials that we use lah. As for the restaurant we are in the process of getting a halal certification, but it's not going to be today or tomorrow because it's quite a long...
Interviewer	Yeah, definitely takes time. The process takes time. Lengthy. Yeah, true, true.
Informant	Yeah, yeah, yeah. And also, we use other ingredients from other places, you know. So, we need... all that needs to be clarifies. Yeah. For the main ingredient, yes.
Interviewer	So, aaa what about your target consumer? What is your target group?
Informant	Okay, that that is very interesting because we have a plant based shop, right?
Interviewer	Ya.
Informant	And plant based segment of the society erm is not very big in Malaysia, you know...
Interviewer	Yeah,sure.
Informant	We have certain, like vegans, vegetarians, Chinese Buddhist communities, certain days of the month, they are vegetarian. Aaa Hindus, Indians aaa they have some vegetarians, some days they are vegetarian, but the majority of the erm community in Malaysia is the Malay community and they don't generally fall in under the vegan and vegetarian. But having said that ah, actually ah, surprisingly ah, our clientele here aaa 50% is malay culture. That, that...
Interviewer	*Unclear.

Informant	Group of teenagers. Saw just now. Believe so, yeah.
Interviewer	And also, some families, young families in their 30s. You know. So, so I think... and also because we are in an urban setting, we are not really out of town. We are in the middle of town, all our outlets. So, I think the modern consumer is more towards healthy eating, trying meat alternatives. So that is why our branding, we try to make it, we don't want to say we are vegan, vegetarian shop. We want to say we are healthy fast food for everyone, for everyone. That's why...
Interviewer	Try to, try to reach the bigger target audience.
Informant	Yes, yes. Yeah. Because the, the target is the, the vegans and vegetarians are already generally eating healthy. But if we want to encourage the Community to eat healthy, we have to provide tasty food which is acceptable. So even a person who eat meat, they don't mind once in a while okay lah I try some vegetarian food, see. So that's, that's a concept. So even the food that we create, we try to give it the mouth feel, the, the feeling when you eat, you know, and also the protein content, the nutritional content. We try to make it as close or if not more healthy than a regular meat. So, it gives you a reason why you should not eat your meat and you should eat this you see.
Interviewer	Okay, so what about their... sambutan?
Informant	Sambutan aaa is surprisingly aaa very aaa we are happy with the response that we are getting lah. We are happy because erm when... from, from the shop, erm I think 60% of our client is a vegan vegetarian, 40% is not.
Interviewer	Oh.
Informant	Okay. And when we do sometimes, we go for events, we do food testing, we give free food. Many people are happy with the food and cannot even believe that it is really not daging. So, we are happy.
Interviewer	Yeah, yeah.
Informant	But The thing is because we only have three outlets, 3 + 4 outlets. One, one is actually we're in the process of moving to Mid Valley in June. So, 3 outlets operating now, we don't have the reach you know. So even like we advertise, someone who stay far, they're not going to come all the way and the grab delivery also is certain kilometer only.
Interviewer	Yeah.
Informant	So, but we we are happy with it but we need to market further to to to yeah increase awareness and...
Interviewer	So, you are not basically, aggressively marketing your product yet?

Informant	Not yet. Until we hit about 6-7 outlets then it's worth it to try you know.
Interviewer	Yeah, yeah, yeah, true, true.
Interviewer	So, in order for you, aaa when your... your restaurant want to come up with new menu, so do you invest in research and development?
Informant	So, as I said, we have a manufacturing company, which has their own R&D, which is a sort of sister company in the sense that the major shareholder of this company is that that company who produces the plant based food. So that company does have existing R&D and *not clear. So, this is our main outlet and this the *not clear outlet, which is a dine in like this. The rest are like kiosk you know, grab and go, take and go.
Interviewer	Oh.
Informant	So, any new item you want to introduce to the menu, we will test it out here first for 2 or 3 weeks, get the customer feedback and then we aaa propose it to the other, other outlets. Yeah, yeah, yeah.
Interviewer	Oh, I see. Okay, so what about the price that you offer to the customer?
Informant	Okay, we try to make our... because in the market traditionally ah, plant based food is a little bit more expensive.
Interviewer	True. True.
Informant	So, we want to keep our price very, very competitive and very aaa very affordable so a family, a whole family, can come down and sit down. 100 ringgits, the whole family can have a good meal. So, our prices are competitive with McDonald's, Burger King. We, we want to keep it that way and we try to keep it that way.
Interviewer	So, aaa can you elaborate more aaa the marketing technique? Example of marketing campaign that you've done to encourage them.
Informant	Okay, so now we only have a few outlets as I mentioned. So, our marketing is basically targeted to 5 kilometers around a specific location. So we give out leaflets, aaa vouchers. We are on Instagram, Facebook, Tiktok. But mainly we, we, we promote like our vouchers, we give free vouchers. So, every, every erm office, residential areas, we try to target here for now, for now. But now actually we are, we have engaged a marketing company that we are planning for the next six months once we open the Mid Valley and the University Malaya also we are opening one. Then we will aggressively start marketing because it's already quite a peak radius we are covering you know. PJ, KL, you know.

Interviewer	Is it the external, external marketing company?
Informant	External.
Interviewer	Okay, so maybe *not clear, maybe we can move to the next question.
Informant	Yeah.
Interviewer	So, in your opinion, what is your perception towards obesity issue lingering the young generation?
Informant	I think it's a very serious concern. I'm actually a nutritionist by, by train by I'm I'm a I'm a food, food science and nutritionist from from UKM lah.
Interviewer	Oh, really? OK.
Interviewer	So great.
Informant	Yeah. But it's actually erm a very worrying trend.
Interviewer	True.
Informant	And erm the, the prevalence of it's so easy to get food now. It's so easy to get, especially with the Grab and this and that, and that. People's eating habits are becoming more and more unhealthy and people are depending more on processed food because it's so easy, easy, easy to get. Do you know there was one study they did in a supermarket in the US? This is the US, but we are not really far away. Us is very unhealthy, very, very.
Interviewer	Yeah.
Informant	But we are not very far away.
Interviewer	Yeah, true. We are moving towards...
Informant	Yeah, we are fast, very fast, excitedly moving towards that. So, this guy, he did a survey where he went to a general supermarket, he removed everything from the shelf which contains sugar.
Interviewer	Oh.
Informant	And after that there's only 5% of items still on the shelf. So that's how much sugar we are eating.
Interviewer	Almost everything.
Informant	And the main contributor I would think to obesity actually is refined sugar in every single, every single thing. It's really very, very, very worrying. People are getting diabetes at a lower and lower lower age.
Interviewer	Yeah. True.

Informant	Out of five people today, one is diabetic. In the next 10, 15 years, out of two, one will be diabetic.
Interviewer	True.
Informant	So, it's very, very scary. That is why in addition to having a plant based diet, all our beverages here are with zero added sugar. We got root beer, which is 0 sugar. We have milkshake zero added sugar.
Interviewer	How about the taste? Can, can customer...
Informant	Can I get you a milkshake?
Interviewer	*Laugh
Informant	We got chocolate, peanut, strawberry. Which one you want to try?
Interviewer	Strawberry lah. *Laugh sorry, sorry.
Informant	No, no, because I want... better you taste than you ask.
Interviewer	*Unclear
Interviewer	Thank you. Thank you.
Informant	And so, I want to, I want to answer this question after you...
Interviewer	*Laugh
Informant	Because of course lah kita yang buat, we will always say you know...
Interviewer	Yeah, sure, sure.
Informant	*Unclear very tasty lah, very sedap lah.
Interviewer	So *unclear, according to, that girl, that girl name?
Informant	Nisha.
Interviewer	According to Nisha, your strawberry milkshake is the best seller here. So that's why I was, you know that that kind of...
Informant	Yeah. And plus, it's no added sugar and dairy free.
Interviewer	Dairy free?
Informant	Dairy free. They're plant based so everything is no eggs, no dairy, then onions is optional because some vegan don't eat onion. Yeah. So it's actually, yeah, we're trying so that the obesity thing... because our we cannot say our food is low calorie.
Interviewer	Yeah, we cannot.
Informant	Because when you take out meat, when you take out sugar, when you take them, what is left, you know you need to have some fat or something to carry some taste, you know?

Interviewer	Yeah. True.
Informant	I cannot say it's low calorie. Of course, it's reduced calorie and zero cholesterol because no meat, right? So, it's... But, but we compensate by making sure we don't use sugars or anything. Our sauces, our drinks, whatever. No added sugar.
Interviewer	Refined sugar lah.
Informant	I mean like strawberry milkshake. In the strawberry, maybe there are some sugar lah. That one is original form the food. But not added sugar.
Interviewer	It's different. Even though there is sugar, it is originally from the fruit.
Informant	Next question?
Interviewer	So basically, among all the menu, which one your customers love the most?
Informant	So, do you see the menu up there? 1, 2, 3, 4, that is the order of the... So, we will change. So now we have chicken sandwich, chicken sandwich like fried chicken in a in a sandwich. That's the number one. Then now we have lobster roll.
Interviewer	Oh.
Informant	Later kalau... try try try. Try tracking. You can take that you want.
Interviewer	I want to try later.
Informant	Lobster roll is very unique because I think you cannot find lobster roll like ours anywhere in the country, not even non vegetarian one.
Interviewer	Why?
Informant	Because we produce something called a lobster mayonnaise. And in real life, nobody has yet been able to produce a lobster mayonnaise because the egg protein in the mayonnaise and the lobster protein cannot mix. They cannot combine, they're antagonistic towards each other. But ours, because it's not really lobster, right? And it's not really egg, it's just flavors. So, we can do it. So, we can give you that lobster mayo taste, which aaa many people like it. You try.
Interviewer	* Unclear. That's quite impressive because also the burger, the patty is made from the pea, right?
Informant	Pea protein, yes. 70, 70% pea protein. Initially when we first started, we did 100% pea protein because we also wanted to move away from soy, right. But soy is very good because it gives a good texture. So now we incorporate little bit of soy to give the texture the mouth feel, uh.

Interviewer	But it looks like really meat, you know, it's it's the real meat.
Interviewer	Looks like real.
Informant	We, we, we spend a lot of... hold on. Hello? Hello? This spam call always I get. But I am scared it is a bank.
Interviewer	Yeah, yeah.
Informant	That's why I answer. Yeah. So, we try to, because we wanted to, our team in our factory, that R&D team, which developed this product comprised of some people are vegetarian, some are not. So, we want to make a product everybody can enjoy, even a meat eater. So we really take extra trouble to make sure that you know, a meat eater will enjoy it lah. And the good thing happened was because during COVID, lots time, they not do anything. So, we had lots of time focused on the development of all these things. Before that, we beli all the raw material, everything stored in the factory, no time to do, but during COVID lot of time. So that's the time that actually they really fully utilize the title.
Interviewer	Thank you.
Informant	For you, and one for you.
Interviewer	Thank you. So, before I forget, aaa I read in the news, before this, the Rightside name is Amazon. Why rebrand?
Informant	Yes, yes, so yes. So, a few reasons. So, when we, actually when we started this business, we aaa we had the product already, we developed but we're not sure you know, whether the customer will... so that when we're not.
Interviewer	Sedap.
Informant	Sedap kan. That's why I tak takut give you *laugh.
Interviewer	*Laugh sedap.
Informant	From the sales, we know it's sedap. We got peanut, also very nice. Peanut butter but we make our own peanut butter, no added sugar. And we have chocolate. So nice. So, aaa we had the product, so we decided to test. We wanted to test. So, we set up a restaurant, small upstairs in Sri Petaling, and then we named it Amazonvegan. We also didn't really think it's going to become a big thing or anything. We just gave a name lah.
Interviewer	Oh, oh.
Informant	Okay, but aaa then started a lot of people like the food, that's where we decided. But when we moved here, we were still under the Amazonvegan brand. But, two reasons. One reason is, you know, Amazon.com when we want to trademark or anything, Amazon will

	oppose. So, in Malaysia, so when we want to register trademark for the Amazonvegan, again, Amazon objected. But we, but we had to go to court and we won the case lah because they are not doing food business.
Interviewer	Ahh.
Informant	But then, it's leceh lah. So, we thought if we're gonna expand, have license and all that, everybody gonna face the same problem, especially overseas. So, we thought better we take out the Amazons. The vegan is another thing because vegan, even myself, I'm generally a vegetarian person lah. But if I go to kedai yang ada vegan, saya tak pergi tahu. Because most of the vegan food I ate memang tak sedap.
Interviewer	*Laugh
Informant	And the vegans are like more *unclear they are associated with like they say, you shouldn't use plastic lah, shouldn't *not clear animal, cannot wear leather.
Interviewer	Okay.
Informant	They are quite an extreme group of people, animal protest. Remember, once in KL, they did the animal rights protest. So, we don't want to associate with any group like that. We just want to be healthy food for everyone, everyone can eat, whether you want a halal food or whether you want a vegan food or vegetarian, we have. So, we want to have that image. So, those days, our tagline was be on the right side of change. Amazonvegan, be on the right side of change. So, we take right side lah, we just changed our name to right side. Yeah, yeah.
Interviewer	Oh.
Informant	Yeah, right. Yeah. So now we don't want to associate lah, vegan kah this. No lah. It's just RightSide, plant based, plant made fast food.
Interviewer	So basically, it's more to change their dietary pattern also?
Informant	To encourage people, to give people the option that if you want to have a plant made food, there's an option. Yeah, but you don't have to say you are vegan lah. No, it's for everyone. Yeah.
Interviewer	Not only, not only belong to one category or one-on-one target segment, you know.
Informant	Because I pun sometimes perasan lah, the customer pass by, in the beginning early days, they said Amazon, they said "Eh, Vegan". *Unclear

Interviewer	Because the vegan words? We got the name, the brain. It's like it's it's it's, it's vegan.
Informant	Because the name, the brand itself. It's vegan.
Interviewer	Perception
Interviewer	Oh.
Informant	Like here, it is plant made. Then they come inside. Then they ask, and they want to see the food.
Interviewer	No sugar. *Unclear.
Informant	Yeah, correct correct.
Interviewer	People are, the young generation are moving towards that.
Informant	Correct. The new generations lah. So, we hope, I mean we hope to play a role in this lah, to helping people to eat healthy, you know. More healthy and also create awareness for maybe even other eating outlets to move towards having, because now most of the shops in the menu, they already have some vegan vegetarian food, you know, but the food is just there for the sake of being there. And as a vegetarian, most of it sometimes tak sedap. You know, they make burger patty macam dari kentang. So, it's not really what we want to eat kan. I used to be a meat eater before, so I know how everything taste right?
Interviewer	Yeah betul. True, true.
Interviewer	So, do you agree that most of the fast food customer is younger generation? Do you agree with that? by your observation here?
Interviewer	By your observation here.
Informant	Here? No. Here we have aaa I wouldn't say majority is young. I will say majority is the 20 to 30 thirties, 30s. A lot of families. A lot of families, a lot of older generation people also. Because, but here you cannot compare it with the other shops, other food, because here is plant based. So, the 60% is those vegetarian vegan people who tak ada tempat lain nak makan. So, the 40% is the curious meat eaters, mostly the people that want to eat healthy. Yang pergi gym, mothers want to bring their kids, you know. So, I think you cannot compare with a regular fast food like McDonald's. McDonald's is all young people, and old Chinese people. A lot of old Chinese people in McDonald's you know, where I stay, SS2 ah, in the morning, breakfast time, a lot of sudah retired Chinese people, maybe because cheap. They sit there whole day, they have the coffee, they have the breakfast, they read newspaper.
Interviewer	McDonald coffee. Not bad. Yeah, yeah.

Informant	Now not as good as before. Now everything McDonald is not as good as before.
Interviewer	They tak jaga kualiti ke?
Informant	I think I don't know, but as a food manufacturer I believe the ingredient cost is going up. They don't want to increase the menu cost. So, what's the other option to reduce the quality of it?
Interviewer	Yeah, I see.
Interviewer	Cuts certain things.
Informant	Because they don't want to transfer the cost to the customer. But in a way they're doing that because I feel they're using inferior. Those days, the coffee was different.
Interviewer	That's right. Yeah. True, true, true.
Informant	Now it's just OK. Isn't?
Interviewer	Yeah, true true. Can't deny.
Informant	This McDonald here is nice. The one in Plaza Mont Kiara.
Interviewer	Oh.
Informant	The setup is nice. I feel happy to go there and it's quite nice, but but some not so.
Interviewer	Still maintain the quality.
Interviewer	Depends on the...
Informant	But some not so.
Interviewer	So, I think this is the last question.
Informant	Okay.
Interviewer	Could you give some recommendations for the young generation to make healthier food choice when they come and visit the fast food restaurant? Maybe some recommendations from you.
Informant	I really cannot recommend the young generation because aaa young generation nowadays, actually, there's a lot of information out there if they want to be informed, they can. But they also tend to follow trends.
Interviewer	Hmm.
Informant	TikTok, friend la, this trend la, that trend you know. So, I think the owners and the responsibility should on food manufacturers and food.
Interviewer	True.

Informant	So, I think the owners and the responsibility should on food manufacturers and food aaa fast food restaurants to take the take the aaa take the responsibility of creating some healthy options and promoting it to make it aaa to customers. Because like how can we educate the young generation? Now the generation Z ah, lagi teruk lah. They don't listen to anything anybody say.
Interviewer	True.
Informant	They know everything. They don't need to work.
Interviewer	They think they know everything.
Informant	Yes. Everything is in the fingertip. So, they think they are very clever. They think they live forever. They will always be healthy, you know. They're not gonna think, "oh, I'm scared I gonna get obesity, and scared. I got diabetes". They're young, like when we are young, we also don't worry about that. Now we know, you know, lemak sini lemak sana. mass the.
Interviewer	Right. *Laugh
Interviewer	*Unclear
Informant	When they are young, they don't care.
Interviewer	Yeah, yeah.
Informant	We don't. That's the last thing on our mind.
Interviewer	Yeah.
Informant	But, but today the advantages the young generations tend to follow trends. So, if we can be a creator of a good, healthy trend, then I think the responsibility is on the food industry and the food providers rather than the young generation.
Interviewer	Yeah.
Informant	Yeah, parents also cannot control them. Cikgu pun tak boleh control. What are we gonna advice?
Interviewer	True, correct. Agree.
Informant	This generation the minute you want to advise something, then they won't listen to you, they won't bother.
Interviewer	They won't, they won't.
Informant	But if it's a trend, if some Korean group is using it, or some whatever, whatever, then everybody for no reason will be lining up you know.
Interviewer	Yeah. True.

Informant	So, when they line up to get the thing that the the, the the provider better make sure it's healthy lah. I think that's the responsibility of the industry lah.
Interviewer	Dr, ada nak tanya lagi?
Interviewer	I think your answer is very compressive. You manage to answer all the questions.
Interviewer	Because you are in this industry...
Informant	This is what we do every day. This is what we do every day and we are continuously trying to become better, become more relevant, you know. So, we also ask ourselves all these questions. How to attract the young people, how to, you know, this kind of things. So yeah, yeah, yeah.
Interviewer	So, we are happy to hear this feedback. It's really because sometimes this information we cannot get in online, we need to interview you and ask the person who deals with this.
Informant	Yeah, true. I'm. I'm, I mean, and it's a pleasure to be of some assistance.
Interviewer	Informantt. *Laugh
Interviewer	Because when she did the research, plant based fast food, wow! Suddenly that one made, that is your actual research covering all fast food.Oh wow. You know that kind of.
Informant	What was your actual research covering? All fast food or what?
Interviewer	Aaa, yeah, this study looks at how to entangle the rise of obesity from the perspective of various stakeholders. So, the stakeholder involved, the food industry, which is the fast food, and I will also interview the Ministry of Health in order to improve the policy.
Informant	Actually, it's, it's sugar. Sugar is the main culprit.
Interviewer	Refined sugar.
Informant	And I think the Governments and ministry and also, they realize this. That's why they are putting the, now got tax, sugar tax on beverage, sugar tax on these. Again, they have this KKM, the healthy heart logo and the, you know. So, they also realized over the past. All governments, not only Malaysia you know because it's a big it's a worrying problem.
Interviewer	Yes, NCD that one *not clear.
Informant	Yes, so it is actually sugar. The main culprit is actually sugar, main culprit. So, it's it's a, it is an easy problem to solve lah but also not easy lah. Like for example ah, you see. Our factory will also produce sugar replacement solutions and we mainly provide to industry. So,

	like many of the drinks you see outside which are kurang manis or low sugar, we provide the solution. But many companies, sugar is aaa you cannot touch the sugar business because many of them, they get kickbacks from the sugar supplier. And then MSN pun ah, they they they don't like their business to be monopolized by other people, so they also, so it's a political thing, you know, sugar. It's not so easy, you know. It's a very political thing. They sugar not easy. So, it's a, it's a, it's a challenge. Takes time lah. Let's take the yeah it must be drastic action lah, must be drastic action by the government. Only the government can actually enforce.
Interviewer	Yes.
Informant	Like now they starting little bit sugar tax. This tax is good. At least bit by bit. Yeah, this by because nowadays we all everybody gets outside more than the younger generation especially.
Interviewer	At least bit by bit.
Informant	Yeah, because nowadays we all, everybody eats outside more than our home. The younger generation mana dia tahu masak. Especially all this traditional kampung, kalau masak pun pasta lah, maggi lah.
Interviewer	Still unhealthy.
Informant	Yeah. Still unhealthy.
Interviewer	True. True. True.
Informant	*Unclear. But actually, it's good for the food industry. Basically, they are booming, booming, you know, but the the the backside is the cost to the country. They say they don't tackle the issue now, it's a big problem.
Interviewer	As you said, there's a younger generation nowadays aaa got diabetic at the early age.
Informant	Now, now heart attack also 35, 40. People can get out there and die.
Interviewer	Younger and younger. Younger. And because of this, the, the, whatever, whatever that kind of.
Informant	Yeah, true true.
Interviewer	Because of this food lah. The boba tea lah, whatever tea you call. That kind of drinks.
Informant	Yeah true, So, it's a very, very scary trend, but it's not only Malaysia, it's everywhere in the world.
Interviewer	True, true.
Informant	Now every country has got some form of sugar tax or other, you know.

Interviewer	Umm. They start, start moving towards that.
Informant	Yeah. They start moving towards that. How effective? I don't know lah. Like Singapore is aaa they tax sugar but pemanis also they still, they don't really allow. They want the consumer to get used to the tongue don't like sweet. That is actually a good approach.
Interviewer	Yeah, that's true.
Informant	Because your tongue is needing sweet, so you use other alternative. Don't know whether safe or not safe in the long run, so they are going towards you know, get used to having no, no sugar. Get used to the taste of less sugar. Different government, doing different things. Fine, yeah.
Interviewer	But it's it's it's a move or whatever move it's from the government.
Informant	Has to... has to be a drastic move by the government if you want any change.
Interviewer	Because they control the policies.
Interviewer	It is unpopular move lah. Definitely.
Informant	That's why our government will never do it because our government, half the time they are looking in the next election, whether they can win or not. I mean, not ours lah, every political in the world. Because the term is only five years, if the term is like 10 years ah, I feel better. because campaign, they can keep the last two years. The rest of the time they can actually do something for the society you know.
Interviewer	Serve the country.
Informant	But now they cannot. Because if they don't, then they will give you maybe worse. So, they have to play this balance game. So, I don't think the country really benefits them. Sad lah, sad to say. Especially important things like food.
Interviewer	We're talking about the future generations. These are our future generations. What will happen to the country?
Informant	Yeah, yeah, yeah. So, it's quiet, quite sad and quite scary.
Interviewer	Dah?
Interviewer	Okay, so we have cenderahati.
Informant	Aiyaa, no need lah *laugh.
Interviewer	*Laugh. Picture, take a picture. Take picture.

APPENDIX 14

In-Depth Interviews Transcript (Mcdonald's Company)

Informant	Saya tak pandai lah Bahasa Inggeris.
Interviewer	Ah, okay. Boleh. Okay, so kita start eh.
Informant	Hmm.
Interviewer	Okay, kejap. Okay aaa Assalamualaikum dan salam sejahtera Informant yang dihormati. Saya Nor Ezatie Mukminah binti Muhammad Zamri, merupakan pelajar pasca siswazah daripada UiTM Shah Alam. anda telah dipilih sebagai salah satu Informant untuk menyertai kajian ini. Saya menjalankan sesi temubual ini adalah untuk memenuhi keperluan kajian PhD saya. Jadi tujuan utama kajian ini dijalankan adalah untuk menyiasat aktiviti-aktiviti dan inisiatif yang dijalankan oleh fast food di Malaysia bagi memastikan makanan disediakan adalah berkualiti, sihat dan selamat. Penyertaan anda dalam kajian ini adalah secara sukarela. Anda berhak menolak untuk menyertai kerajaan ini atau menarik diri daripada kerajaan ini pada bila-bila masa. Sesi temubual ini dijangka mengambil masa selama setengah jam sahaja. Aaa maklumat yang diberikan semasa sesi temubual ini adalah sulit dan hanya digunakan bagi tujuan kajian ini sahaja. Okay, so start kepada soalan yang pertama eh.
Informant	Okay, boleh.
Interviewer	Bolehkah encik memperkenalkan diri anda dan terangkan peranan anda dalam organisasi ini?
Informant	Okay, assalamualaikum, selamat petang. Nama saya Muhammad Alif bin Johari.
Interviewer	Okay.
Informant	So aaa jawatan saya dekat restoran McDonald adalah restaurant general manager. So tugas saya sebagai restaurant manager adalah untuk aaa manage restaurant.
Interviewer	Okay. Aaa berapa orang ya staf encik?
Informant	Ya, cik?
Interviewer	Aaa berapa orang ya staff dekat restoran?
Informant	Oh, aaa okay. So dekat dalam restoran, dia mempunyai satu RGM iaitu sayalah, Restaurant General Manager. And then dia mempunyai tiga orang department manager.

Interviewer	Okay.
Informant	Lepas itu kita ada empat orang assistant manager.
Interviewer	Okay.
Informant	And then untuk kru pula, untuk kru kita ada 40 orang kru.
Interviewer	Okay. Okay, pada pandangan encik, apakah persepsi encik tentang isu obesiti yang berlarutan dalam kalangan generasi muda?
Informant	Pandangan?
Interviewer	Aah, pandangan sahaja.
Informant	Okay pandangan... bagi pendapat saya, aaa untuk obesiti, kejap eh sekejap eh.
Interviewer	Okay, tak apa.
Informant	Cik, saya tak tahu nak cakap macam mana la untuk pandangan untuk obesiti.
Interviewer	Em, mungkin aaa dari segi kalau...
Informant	Contoh?
Interviewer	Okay. Kalau gambaran kan, contoh macam generasi muda sekarang, contoh kalau Encik tengok dekat luar tu, ramai ke aaa generasi muda sekarang yang makin obes? Sebab, kajian yang dijalankan oleh Institut Kesihatan Negara menunjukkan aaa kita punya peratus aaa Informant rakyat Malaysia obes sudah melebihi separuh. Macam tahun aaa data terbaru 2019, menunjukkan aaa rakyat Malaysia yang telah obes 54.4%. Jadi ada peningkatan. Jadi macam mana pandangan encik aaa obesiti dalam kalangan generasi muda? Obes ke, macam mana?
Informant	Bagi, bagi saya lah. Saya tak, bagi saya punya apa nama bila saya tengok aaa kalau berkaitan dengan obes ni, mostly hm saya pun obes juga *ketawa.
Interviewer	Okay.
Informant	Okay aaa dia bermula pada aaa lepas peringkat keluar sekolah la saya rasa, benda obes ni berlaku lepas kita habis sekolah menengah lah saya rasa ataupun habis kolej ke, sebab dia dah tak aktif dekat sukan. That's why aaa kalau nak cakap obes tu meningkat daripada situ ah kita tak ada exercise kita tak ada aktiviti harian ataupun hobi. Contoh hobi jogging ke, main badminton ke, situ boleh meningkatkan lah. Peningkatan tu akan meningkat kalau kita tak jaga lah. Kalau kita tak amalkan benda-benda yang macam tu.
Interviewer	Macam mana pula dengan pemakanan? Dari segi pemakanan?
Informant	So aaa sekarang, kalau cakap pemakanan aaa mostly saya sendiri pun, makan pun tak kawal. Disebabkan kita, kita hidup dengan media sosial

	sekarang, so kita akan pergi ke tempat viral. Kalau viral ja mesti kita akan pergi. Salah satu puncanya adalah itu lah bagi saya.
Interviewer	Oh, okay. Faham. Jadi aaa peranan apa tu aaa sosial media tu banyak mempengaruhi, betul?
Informant	Ah, betul.
Interviewer	Okay. Sebab kajian saya ni, saya lebih lihat peranan macam mana fast food tu dalam memastikan makanan yang disediakan tu selamat dan bernutrisi.
Informant	Okay.
Interviewer	Salah satu inisiatif yang fast food buat, saya ada juga kaji yang fast food ni dia ada wajibkan untuk aaa memaparkan nilai nutrisi dalam makanan, betul?
Informant	Aaa betul cik, itu betul.
Interviewer	So bila apa tu aaa bila consumer dapat tengok nutritional value tu,so dia dapat membuat keputusan lah sama ada portion dia tu sesuai atau tak. Macam tu lah peranan...
Informant	Betul, macam kita dekat McDonald sendiri, memang nutrisi tu memang kita ada letak dekat aaa kotak.
Interviewer	Okay.
Informant	Aaa so customer boleh tengok lah apa ingredient-ingredient yang ada dekat dalam tu.
Interviewer	Okay. Aaa macam mana pula dengan akta ke, adakah macam penyediaan makanan tu ikut food regulation ke, ada ke? Standard ke?
Informant	Aaa ada. Sebelum kita nak mulakan kerja dekat <u>restoran</u> Mcdonald, so aaa yang pertama kita kena pastikan aaa staff ataupun kru tersebut pergi lah cucuklah thypoid. And then, sebelum dia start kerja pun kita akan hantar dia pergi kelas aaa food safety.
Interviewer	Okay.
Informant	Kelas, kelas keselamatan makanan. Aaaa lepas tu kita akan hantar dia pergi orientation, kita akan buat everything dulu. Kita akan memperkenalkan dulu apa dia yang kita, kita akan buat dekat restoran. And then, benda tu selamat ataupun tidak pun kita akan buat dalam orientation juga.
Interviewer	Oh. Kelas keselamatan makanan ni dianjurkan oleh siapa ya?
Informant	Aaa pihak McDonald pun ada, third party pun ada, kita ada ambil.
Interviewer	Oh, okay. Tempoh training berapa lama?

Informant	Tempoh training biasanya kalau kelas, dia lapan jam.
Interviewer	Oh, lapan jam.
Informant	Aah, betul.
Interviewer	Okay. Macam mana pula kalau dari segi standard penyediaan makanan tu sendiri? Nak pastikan makanan tu berkualiti dan sihat. Maksudnya dari segi bahan ke, dari segi cara penyediaan ke?
Informant	Okay, emm daripada segi cara perniagaan kita, eh cara penyediaan kita, memang kita dah ada dia panggil dekat situ, kalau macam aaa kalau macam kilang dia panggil sop kan?
Interviewer	Ah, betul.
Informant	Kalau macam dekat restoran Mcdonald, dia panggil SOC, station observation checklist.
Interviewer	Okay.
Informant	So apabila dia masuk ke dalam restoran, contoh awak kru baru. And then kita ajar mengikut SOC tu. Step pertama you kena buat apa, step kedua you kena buat apa, sebelum masuk kerja you kena cuci tangan, you kena pastikan diri you bersih, appearance. And then daripada segi makanan pula, aaa contoh bila you nak pegang that patties untuk masak, kita, kita akan menggunakan glove.
Interviewer	Okay.
Informant	Glove bahan-bahan mentah, kita akan menggunakan glove biru. And then bahan yang dah masak kita akan pakai tong lah, penyepit. Kita tak boleh, kita tak boleh pegang pakai tangan kita sendiri. So untuk penyediaan, walaupun barang tu aaa produk tu dah masak, untuk buat penyediaan kepada customer, kita akan pakai glove putih.
Interviewer	Okay.
Informant	Aaa so untuk pastikan benda tu selamat aaa ataupun selamat dan gold standard lah dipanggil, so setiap patties tu dia ada masa dia untuk kita guna. Aaa itu lah dekat McDonald.
Interviewer	Oh, okay. Aaa macam mana pula dengan aaa harga yang ditawarkan kepada pelanggan?
Informant	Okay, berkenaan dengan harga, apa yang saya tengok, yang saya compare kan saya punya apa nama saya punya restoran dengan competitor yang lain, McDonald aaa pada waktu breakfast dia tawarkan harga yang sangat murah dan aaa dan apa orang cakap, value tu *kurang jelas. Dia murah dan apa eh? Tak ingatlah ayat tu. Dan saya nak bandingkan dengan competitor lain, McDonald lagi murah lah waktu breakfast. You boleh dapat burger, you boleh dapat hashbrown, you

	dapat air, contoh dalam RM6 lebih. Kalau competitor lain mungkin RM8, 8 hingga 10 ringgit lah kau nak compare.
Interviewer	Hmm, kalau dari segi iklan yang dipaparkan tu, maksudnya aaa berapa kerap strategi iklan tu?
Informant	Strategi iklan aaa...
Interviewer	Macam kalau ada produk-produk baru ke...
Informant	Strategi iklan eh? Strategi iklan saya tak sure berapa kerap dipaparkan, tapi mostly Mcdonald's, antara marketing fnb, McDonald adalah nombor satu di Asia. Sebab kita ada dapat award last year untuk marketing.
Interviewer	Award marketing. Daripada siapa?
Informant	Aaa daripada siapa, saya tak ingat. Tapi Asia punya lah.
Interviewer	Oh, bagusnya. Aaa kalau, ada lagi ke nak tambah untuk hmm macam contoh ada ke promosi-promosi yang macam menggalakkan consumer tu pilih yang sihat? Maksudnya aaa galakkan hmm galakkan beli aaa apa, opsyen yang lebih kecil ke size portion tu? Macam nak galakkan customer tu amalkan pemakanan sihat. Ada ke buat?
Informant	Oh, aaa yang tu tak ada pula. Tapi apa yang saya tahu lah, makanan kat McDonald, kalau contoh chicken ataupun beef semuanya 100% lah. Dia tak ada campuran. Itu yang paling penting, bagi saya lah. Seseengah fnb dia ada campuran dia sebenarnya. Kalau macam Subway pun, kalau competitor saya dekat dengan Subway. Subway ni pun, dia punya tuna pun ada campuran dia juga. Tu beza dia lah.
Interviewer	Dia campuran tu maksudnya dia campur apa ya?
Informant	Contoh, aaa daging, contoh daging ayam dia campur dengan lemak. Dia bukan totally ayam. Itu maksud saya.
Interviewer	Oh, jadi benda tu jadi tak sihatlah, betul?
Informant	Aaa, jadi tak sihat, betul. Setuju.
Interviewer	Okay, faham. Aaa kalau dari segi...
Informant	And then...
Interviewer	Okay, boleh tambah lagi.
Informant	Daripada, daripada segi kerjaya.
Interviewer	Okay.
Informant	Boleh ke?
Interviewer	Boleh ja.

Informant	Okay, daripada segi kerjaya, bagi saya aaa McDonald adalah salah satu tempat untuk kita bina kerjaya.
Interviewer	Okay.
Informant	Kalau nak compare kan, saya start McDonald tahun 2012 tahu as a kru part time, umur saya 16 tahun. And then, nak, nak, nak compare pada zaman saya tu, pada zaman saya dia orang tak banyak, tak ada peluang, waktu dulu tak ada peluang kenaikan pangkat tu tak ada, Tak. tak banyak macam sekarang. Program tu tak ada. So sekarang dia ada program, dia ada program *kurang jelas. Maksudnya umur 16 tahun kita dah boleh hired *kurang jelas untuk dapatkan sijil SKM tahap dua dengan tahap tiga. And then, bila kita dah habis SKM tahap dua dan tahap tiga, kita boleh sambung diploma, McDonald sediakan. Itu bagus dia lah, untuk nak bina kerjaya.
Interviewer	Okay.
Informant	Aaa, lepas tu degree, buat masa sekarang tak ada lagi. Tapi untuk yang macam manager saya, yang ada degree, McDonald ada open untuk sambung master. Itu semuanya McDonald tanggunglah. Aaa itu bagus dia lah dekat McDonald. And then setiap kali kita naik pangkat, kita akan pergi kelas. Ada kursus lah, tiga hari, empat hari. Kursus untuk kenaikan pangkat.
Interviewer	Yang itu untuk upgrade skill juga ke?
Informant	Ya, betul. Dia akan ajar semua skill. Macam mana kita nak cakap dengan orang, macam mana kita nak layan customer, apa hospitaliti kita perlu bagi dekat customer, apa yang customer nak. Dia ajar semua lah sebenarnya.
Interviewer	Oh, faham, faham. Okay, kalau dari segi derma, macam contoh, tanggung aaa ada ke hmm mcd ni buat program CSR ke, bagi sumbangan makan kepada golongan-golongan kurang mampu?
Informant	Oh, itu banyak tu. Itu memang setiap tahun. Setiap, setiap quarter lah kita akan, kita akan bagi. Setiap quarter, maksudnya bulan satu sampai bulan tiga, dia ada event dia. Dia memang McDonald, pihak McDonald akan suruh kita buat, bahagian operation ni buat event untuk kita buat charity. Kalau macam hari jumaat, memang kita akan sediakan lah. Hari jumaat biasa kita pergi masjid, kita akan sediakan air, kita akan sediakan burger ataupun apple pie, bagi dekat jemaah. Itu memang, hari jumaat tu memang kuat konsisten kita buat. So, macam hari kanak-kanak kita sambut juga. Hari wanita pun kita sambut juga, Chinese New Year, banyak lah. Kalau macam ada tiba-tiba banjir, kita ada salurkan bantuan banjir. Aaa itu benefit yang dia bagi.
Interviewer	Program tu ada tak buat program dengan generasi muda ke, contoh collaborate ke?

Informant	Collaborate dengan generasi muda?
Interviewer	Aah. Target kepada generasi muda. Ada ke contoh-contoh program?
Informant	Hm, kejam eh. Contoh program generasi muda... Mostly saya rasa macam tak ada tapi pihak aaa dia panggil recruitment, recruiter ada pergilah buat, buat penerangan dekat sekolah-sekolah and then sambil kita buat event dekat sekolah kita bagi juga burger, minuman.
Interviewer	Oh, faham.
Informant	Aaa kita ada kita ada buat benda tu. Dekat U pun kita ada buat juga sebenarnya. Last year.
Interviewer	Ya, tu lah. Betul lah tu. Okay, lepas tu, soalan seterusnya aaa adakah encik rasa aaa fast food ni perlu memainkan peranan juga untuk mendepani isu obesiti?
Informant	Hm, bagi saya, perlu juga. Nak cakap kita makan fast food hari-hari sihat, tak, tak boleh juga. Dia ada kelemahan juga, pro and cons tu ada lah.
Interviewer	Okay. Hm, boleh ke encik kongsi isu dan cabaran?
Informant	Isu dan cabaran?
Interviewer	Aah. Isu dan cabaran yang dihadapi oleh McDonald's sekarang.
Informant	Daripada segi obes?
Interviewer	Aaa dari segi...
Informant	Daripada segi? Boikot ke?
Interviewer	Aaa mungkin kalau ada isu nak kongsi tentang boikot pun boleh juga.
Informant	So, kalau obes saya, saya tak tahulah nak kongsi macam mana.
Interviewer	Maksudnya isu dalam, kalau yang berkaitan dengan boikot tu mungkin affect kepada jualan, betul tak?
Informant	Hm, betul. So aaa seperti yang sedia maklum kalau cik, Cik Ezatie pun tahulah McDonald memang antara salah satu fnb yang kena boikot sangat teruk lah. Kalau nak compare dengan tahun 2017 dulu, this boycott lagi, lagi gila lah. Kalau 2017 punya boikot, 2016 eh? 2000 berapa eh? Saya tak ingat lah, 2014 ke? 2014 kot boikot tak silap saya. Aaa boikot tu, dia orang boikot, tapi habis kat situ ja. Maksudnya dulu tak ada media sosial macam sekarang. Sekarang punya boikot adalah, dia orang silent. Dia orang tak tunjuk yang dia orang boikot, tapi dia impact kita punya sale lah, kita boleh tengok kita punya sale. Aaa boikot dekat Malaysia ni sangat teruklah. Sebab saya, saya, bos saya bagi tahu, yang di mana dekat Singapore dan Indonesia, lepas raya hari tu, sale dia orang dah makin grow. Kita punya, masa raya hari tu punya sale,

	memang memang meletup. Memang macam dulu balik. Lepas raya, dia mendatar, dia turun. Dia tak naiklah.
Interviewer	Hmm, seterusnya aaa ada lagi ke isu dengan cabaran lain nak tambah? Macam isu dari segi contoh dalam penyediaan makanan ke? Macam contoh aaa nak berhadapan dengan customer ke contoh mungkin ada complain nak kekalkan kualiti macam itu. Ada ke?
Informant	Cabaran aaa untuk berhadapan tu tak ada sebab kita dah dilatih macam mana bila customer complain dekat kita, dan macam mana kita nak handle customer. Apa, apa, apa terms yang kita nak gunakan untuk menyelesaikan kalau ada masalah ataupun aaa customer complain. Kita tak ada lah tapi kalau macam customer complain nak makan ini tak, tak berkualiti ke apa ke, kita just ambil, kita dengar. First step adalah listen, second step adalah apologize, and then third step aaa adalah solve the problem, and then step yang keempat adalah ucapkan terima kasih kat dia atas bagi feedback. Mostly, kita akan tukar teruslah kalau dia ada bagi feedback.
Interviewer	Ini memang adalah sop yang memang guna lah setiap kali deal dengan isu?
Informant	Ya, betul. Kita akan gunakan LAST.
Interviewer	LAST? Listen, Apologize...
Informant	Solve, Thank you.
Interviewer	Okay, okay. saya baru tahu ni *ketawa.
Informant	Ya.
Interviewer	Soalan terakhir...
Informant	Itu yang kalau, kalau nanti cik try lah, cik pergi McDonald, cakap burger ni tak kena ke, nak tukar ke, nanti mesti dia akan gunakan that terms tu, ada empat tu, LAST tu dia akan guna. Dia akan dengar dulu, then dia akan minta maaf dekat cik, and then dia akan selesaikan masalah cik, then dia akan say thank you lah dekat cik.
Interviewer	Oh, okay. Okay, soalan terakhir aaa bolehkah anda berikan beberapa cadangan kepada generasi muda untuk membuat pilihan makanan yang sihat. Macam cadangan untuk galakkan generasi muda ni dari segi pemakanan mereka lah untuk jaga.
Informant	Daripada segi eh?
Interviewer	Aah, bagi cadangan.
Informant	Hmm, bagi cadangan segi pemakanan. Susah ni soalan ni. Sebab saya pun, asal makanan makan je. Macam mana cik ya? Kalau macam tu?

Interviewer	Aaa mungkin, okay kalau macam kita kan, kita ada yang aaa KKM buat kan, yang kalau kita makan di luar kita boleh amalkan aaa portion suku-suku separuh, yang di mana kita...
Informant	Oh.
Interviewer	Aah. Ataupun kita, tak pun bila kita pergi makan dekat luar, kan macam encik cakap tadi McD dah ada buat aaa pameran aaa value nutrisi, nutrisi value tu. Jadi mungkin boleh gunakan tu sebagai guideline. Ha, tu macam contoh dia lah. macam mana?
Informant	So, bab pemakanan ni aaa bagi pendapat saya sendiri, kalau orang tu rasa dia obes ataupun dia nak diet, dia kena betul-betul, betul-betul melaksanakan yang dia tu nak kurus sebenarnya. Dia tak boleh kejap-kejap hari ni nak diet, esok tak diet. Dia tak boleh macam tu.
Interviewer	Okay.
Informant	So, bila kita nak diet, contoh saya pun, last, last year saya pun diet juga sebenarnya.
Interviewer	Okay.
Informant	Daripada 90 turun 80. So tahun ni naik balik sebab tak jaga lah. So last year apa yang saya buat, saya kalau makan kat luar, saya akan, saya akan aaa apa nama, order makanan tu, contoh macam air. Air pun saya order air kosong. So makanan tu saya tengok jenis makanan yang saya nak order. Kalau makanan terlalu berat untuk saya, saya takkan habiskan that portion tu lah.
Interviewer	Maksudnya jaga portion.
Informant	Ya, betul. And then lagi satu, minuman lah, yang bunuh dia banyak minuman. Kita pula kalau haus ja hmm tak boleh tengok air manis.
Interviewer	Hm, faham.
Informant	Itu sajalah pada saya. Dia tengok atas pada individu sendiri lah.
Interviewer	Okay, bergantung kepada individu. Setakat ni itu ja lah maklum balas. Alhamdulillah, aaa maklum balas yang diterima tu sangat membantu untuk kajian saya. Tapi nanti boleh ke Encik aaa bagi alamat? Saya nak pos cenderahati.

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Nor Ezatie Mukminah Muhammad Zamri obtained her Executive Master of Administrative Science from Universiti Teknologi MARA (UiTM) Shah Alam in July 2020. She is pursuing a PhD in Administrative Science. Previously, she was a Graduate Research Assistant for a Fundamental Research Grant Scheme (FRGS) project led by Associate Prof. Dr. Nor Suziwana Tahir. Currently, she is actively involved in national research grants led by Prof. Dr. Yarina Ahmad, including National Security Index (NSI), National Border Security Index (NBSI), National Integrity Index (InTeM), and National Drugs Research. She has contributed to journal articles, book chapters, and conference proceedings, demonstrating a strong passion for research, collaboration, and innovation.

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