TERENGGANU

Factors Influencing Consumer
Preferences Towards Fast Food Restaurant

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2020
Bachelor of Science (Hons) in Hotel Management
HM240

Date of Submission:
10th August 2020

Abstract

This undergraduate project is based on the previous researcher which is the research as the secondary data. This topic also is the currently situation which is the factors influencing consumer towards fast food. As be knowing the fast food is one of the popular foods that be choosing by the consumer. Tan Lee Ying (2011) defined that fast food is one type of food able to prepare in short time period and sell to customer in reasonable price. In this study, will know that what the factor influencing the consumer towards fast food and the relationship between the independent variables and dependent variables. In chapter 1, will be know the introduction, background of the study, the problem statement, research objectives and the questions, the framework of the independent and dependent variables, hypothesis, significance and limitation of the study and the definition of the important key. For the chapter 2, will study about the literature review for every key point or term that be explain. Meanwhile, in chapter 3 basically will study about the methodology that be choosing by the researcher which is the secondary data. Lastly, chapter 4, the researcher will conclude all the chapter from the chapter 1 to chapter 4 and make the recommendations.

Acknowledgement

First, thanks to Allah S.W.T for His showers of blessings throughout my Undergraduate Project for complete successfully. I would like to express my deep and sincere gratitude to my beautiful supervisor Madam Munirah Binti Hamid for providing invaluable guidance throughout this project, her sincerity and motivation have deeply inspired me to finish up this project. Also, she was taught and advise me everything about this project to make sure this project going well. Besides, my sincere thanks to my lovely lecturer Madam Jazira Binti Anuar for her support and keep remind me to finish up this project. She was not giving up and always want her students get the best marks for this project. Moreover, I would like to thank you to my parents because understand and supporting me spiritually throughout my life. Finally, thank you to all my supporting friends because help me if any questions that asking by me and help to clearing my mind from the settle up this project.

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CHAPTER 1: INTRODUCTION

1.1 Overview

In this chapter will be consists of background of the study which is researcher introduced the topic that been choosing. Then, the research continues with the problem statement, research objectives, research questions, framework, hypothesis of the study, significance of study, limitation of the study and the lastly definitions of the key terms.

1.2 Background of the study

Deivanai (2016) defined fast food plays an important role to everyone day by day. In recent years, the increase of the consumer eating meals and take away concept in the fast food sector. Fast food is one type of food that able to prepare in short time period and sell to customer in reasonable price. Tan (2016) stated that this type of food was introduce at western countries and begins at Asian near recent decade. Moreover, the food diversity in Malaysia is an implicit characteristic of the diversified culture of the country among the different regions within the states. Rosfatihah (2016) argue that the different menus of fast food are available to choose from making this fast food become popular among teenagers who are at a stage in life in which they experience increased autonomy, both in terms of availability of meals outside the home and discretionary income. Not only from circles of teenagers but it is suitable also for family because the ability of the price. According to Atkins and Bowler (2001), emphasis is increasingly being placed on quick meals solutions due to the busier consumer lifestyle and dual-working families with children. Consumers lead increasingly busy lives, meaning that the available to cook meals is being squeezed between work and leisure commitments. Royle & Towers (2002) claimed that fast food can be distinguished and characterized by their reasonable priced and standard preparations. The types of food served by fast food restaurants are plenty. There are range from sandwich to chicken grills, pizza, hamburger and etc. Different culture and states are different their menu of the from the fast food restaurant. Therefore, in Malaysia, fast food restaurant had offered the suitable taste for Malaysian with example at McDonalds, offered a special menu which is Nasi Lemak with Ayam Goreng McDonalds with the reasonable price. Also, in the Pizza Hut Restaurant, they had offered Nasi Lemak Pizza but only certain month because they looked the requested from the consumer. If the higher requested from the consumer, they will maintain their promotion menu.