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RESEARCH:
FACTORS INFLUENCING INSTANT FOOD CONSUMPTION AMONG
STUDENTS

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ABSTRACT

Nowadays in the technology world, people get busier with their life. Working people are really busy with their meetings and events, school students are busy with academic classes and co-curriculum activities. Sometimes, when they do not have enough time to eat properly or too lazy to go to the restaurant or cook at home, they will choose instant foods. For them, instant foods are the fastest way to get the ready-made meals only in few minutes. Besides that, instant foods are easy to get anywhere. The aim of this research is to analyse factor influencing towards instant foods products consumption in their daily meals and about the awareness of disadvantageous of instant food and the reasons for purchasing and factors that influence to purchase. In conclusion, the result shows that instants food products is easy in preparation are the factors to students in consuming instant foods products even they know the side effect of the instant food products. It is hope that the research may help to increase the awareness among student about the danger of instant foods product.

Keywords: Instant foods product, food consumption

CHAPTER 1: INTRODUCTION

1.1 Overview

This chapter consists of seven sections. The first section, 1.1 is about the content of this research. The second section, 1.2 is about the background of the consumer buying behavior towards instant food. The third section, 1.3 is about problem statement and fourth sections, 1.4 is research objectives. Meanwhile, 1.5 sections are about the questions of the study. The sixth section, 1.6 is about the limitation of the study and seventh section, 1.7 is the key terms of this study.

1.2 Background of the study

The food consumption has always received a lot of attention in the marketing literature. Nevertheless, according to researchers, less attention has been devoted to the young people because community perceptions toward them which are young people free to consume all food products because they are still young (Croll et al., 2001). Past study aimed at analysing how university students, a segment of young people, perceive and evaluate the quality of food and which attributes most influence their food choice and consumption. (Elisabetta, Federica, Lolita, Nicola and Laura, 2017).

As far as researchers concerned, people are extremely busy with their hectic lifestyle like university's students are busy with their assignment, class and co curriculum activities. This makes them like to eat something which is can be consumed immediately, available everywhere and easy to prepare such as instant foods products. In addition, there is abundance of instant food products in the market like instant noodles, instant soup, and instant frozen products. Consumption towards instant food is different for each person. Study by (Rubina, Shoukat, Raza, Shiekh, Rashid, Siddique, Panju, Raza, Chaudhry and Kadir, 2009), showed that students are practicing poor eating habits in their daily food consumption because of stress and lack of time.