



**FACTORS INFLUENCING CONSUMER  
BEHAVIOUR ON PURCHASING FAST FOOD**

**FAIEZAH DIYANAH BT MUALASAN**

**2016307239**

**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS BUSINESS ECONOMICS  
UNIVERSITI TEKNOLOGI MARA SABAH**

**JUNE 2019**

## **DECLARATION OF ORIGINAL WORK**



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (BUSINESS  
ECONOMICS)

FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, Faiezah Diyanah binti Mualasan, 961127-12-5218

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: *FaiezahDiyanah*

Date: 28 June 2019

## TABLE OF CONTENT

		<b>PAGE</b>
TITLE PAGE		i
DECLARATION OF ORIGINAL WORK		ii
LETTER OF SUBMISSION		iii
ACKNOWLEDGEMENT		iv
TABLE OF CONTENTS		v
LIST OF TABLES		viii
ABSTRACT		ix
<b>CHAPTER 1</b>	<b>INTRODUCTION</b>	
	1.0 Background of Study	1
	1.1 Problem Statement	3
	1.2 Research Objective	4
	1.3 Research Question	4
	1.4 Significant of Research	5
	1.5 Scope and Limitation	6
<b>CHAPTER 2</b>	<b>LITERATURE REVIEW</b>	
	2.0 Introduction	7
	2.1 Taste	7
	2.2 Time	8
	2.3 Affordability of Price Quality	9
	2.4 Convenience of Location	10
	2.5 Consumer Behaviour	11

## LIST OF TABLES

<b>Table:</b>	<b>Page</b>
Table 4.1: Gender	17
Table 4.2: Age of Respondent	18
Table 4.3: Faculty	19
Table 4.4: Education Level	20
Table 4.5: Reliability Analysis	21
Table 4.6: Pearson Correlation Analysis	23
Table 4.7: Descriptive Statistics: Univariate Data Analysis	24
Table 4.8: Result of Multiple Regression Analysis	27

## **ABSTRACT**

This study aim to identify the factors that influence the consumer behaviour in purchasing fast food. This study was taken in UiTM Sabah. Fast food is the type of food that are able to prepare in a short time period and sell to customer at affordability price. Fast food was introduce at western countries and begins at Asian recent decade. The factors that influence consumer behaviour when purchasing fast food are time, taste, affordability of price quality and convenience of location. From this study we will know the factors that influence consumer behaviour and their relationship. To know what factors influence the most, researcher distributed questionnaires to the respondent. From the findings, the result shows that the independent variables have significant and not significant relationship towards the dependent variable.