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A STUDY ON FAST FOOD ADDICTION

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Abstract

This research is a study about fast food. Fast food is a typed of food that prepared and served quickly where it a food with little nutrition. Other than that, a lot of people choose to eat fast food due to certain factors such as convenience, served varieties of food, affordable prices, and so forth. This fast food can be eaten by all level of ages since it provides a suitable set of food such as breakfast set, meal set, and lunch set. The study is conducted based on research objective where the first research objective is to identify what are the factors people tend to eat fast food. Next objective is to identify fast food addiction based on age. Lastly, to identify fast food addiction based on gender. This research is conducted at Tabuan Kuching where our focus is the fast food restaurant such as KFC and McDonald's. In this study, quantitative analysis is been used since the questionnaire being distributed to 100 respondents where we are not specifically focus on one group of people only or also known as convenience sampling technique. The researcher has used three methods namely descriptive analysis, one-way ANOVA, and t-test for quantitative method. Descriptive analysis is used to identify the frequency and mean, while one-way ANOVA is used to compare variables that more than two. Lastly, t-test is used to compare between two groups such as gender.

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A study on Fast Food Addiction

CHAPTER 1

1.0 Introduction

Fast food is very popular among teenagers nowadays in Malaysia. Fast food is a food that prepared and served very quickly than other foods and dishes. Normally the fast food will be sold in a restaurant with preheated or precooked and served to the customer. Nowadays, it is a trend that people buy a fast food than other foods and dishes especially for the teenagers. As what we can see, most customer go to the fast food restaurant is young generation. The fast foods consist both of local and international fast food restaurant. For the local fast food restaurant in Kota Samarahan is Sugarbun which available at the Summer Mall, Kota Samarahan. The Sugarbun established in 1979 and it is well known at the east Malaysia because of the mouth-watering Asian food. For example, are Chicken Mushroom Soup, Sambal Eco Fish, Assam Eco Fish, Nasi Lemak and Chicken Curry. The different between local and international fast food is the local fast food restaurant served more to local taste and the recipe is originally from the local people. Therefore, the international fast food is where the restaurant is not from the Malaysia but still available in Malaysia because the fast food has franchise in several countries.

In Malaysia there are fast food restaurants such as KFC, McDonalds, pizza hut, burger king, A&W, Marrybrown, Domino's pizza and so on. Those entire fast food restaurants are an international fast food that available in

CHAPTER 2

Literature Review

2.0 Introduction

Workers and working families needed quick service and inexpensive food for breakfast, lunch and dinner (Franklin, 2014). It has become common occurrence even previously the fast food considered as a luxury meal.

In general, Fast Food industry has become popular food among people nowadays in the world. Fast Food restaurant popular because of its price, quick service and promotion that can influence customer's perception (Ahasanul Haque, Sabbir Rahman, Ismail Sayyed Ahmed, Farzana Yasmin and Almas Asri, 2011). The US itself claims that the Fast Food Industry is the largest food industry in the world and most of it has become successful franchises have gone global with restaurant in more than 100 countries. The fast food is available at everywhere such as at street vendors, food truck, delivery services and even convenience stores. All the fast food served easiest and fastest way to fill appetites as the name suggest. The fast food sales are increasing at a rapid way due to effective marketing strategy. Marketing strategy help a lots in an introducing of the fast food industry especially for kids because they always make a kids meal which have a free gift that can attract kids to have it. Despite children being expose to a longer fast food restaurant advertising due to longer television viewing time. Food environments are seen to be an important driver of obesity (NHS Information centre for health and social care). It is important for us to determine the