

# INTI INTERNATIONAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION

The effects of fast food industry on healthy amongst Malaysian  
university students

**FOR REFERENCE ONLY**

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**Submission Date** : 24July 2013  
**Protocol Number** : BUS/PG/CP/00035

## **Abstract**

Fast food industry based on its advantages which continually innovation in order to meet the requirements of different customer groups. The main advantages include good taste, convenience, low price, environment and others which bring a lot of benefits for customer. But fast food also bring some problems at the same time, so the author would like to do this research, to identify the impact of fast food on healthy among Malaysia university students, because the author is a university student and like to eat fast food very much, the author would like to learn deeply about fast food industry and share the result for everyone.

The quantitative survey was completed by 200 students from five universities in Kuala Lumpur. Actually it is very difficult to collected data because the author is international student which does not have experience to communicate closely with local people, but the author choose the survey universities which also have international students from China and ask them for help and finally the author completed received 200 sets of questionnaires and finished the research.

The author treated this research very carefully and paid fully attention to do every part of it, the author personally agree that the overall research is worth to read it.

**Key words:** fast food, good quality, health

## **Acknowledgement**

Thanks to INTI International University, I am able to come out with this research. This MBA project was the result of hard work, patience and motivation. I would not have been possible to complete this project on time without the support and courage given by a certain few people.

First of all, I would like to express my deepest grateful to my respected supervisor Mr Wong FockKeong, who is guiding, giving his advice in the progress of completing this thesis. He has always imparted his calm aura as well as invaluable feedback at all times in order to keep me on track. I am extremely grateful for his assistance and support throughout the duration of this project.

Secondly, I would like to thank my family. Their support is a power for me to go through this tough time and they always encourage me with their best.

Last but not least, I would like to thanks to all my fellow friends. During this period, they give me ideas and help me finish this thesis. Here, I just want to say thank you!

Yang Liu

July, 2013

## Declaration

"I hereby declare that this research project is of my own effort except for the information that has been used from various authors that have been cited accordingly and ethically."

Yang Liu

July 2013

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## List of Abbreviations

KFC= Kentucky Fried Chicken

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## Chapter 1 Introduction

### 1.0 Overview

This chapter would give a background study about this research topic and some related information about fast food industry in Malaysia. The main content would include background information, problem definition, research questions, research objectives, limited study, significance of this research, and scope of this study. So based on the data collection of this chapter, all the readers can get a clear understand about fast food industry and the purpose of this research. The author would like to read all relate journals in order to find out useful information. Besides that, internet will be involved for addition information when it is necessary.

### 1.1 Background Information

According to Khan (2013), fast food restaurant is one branch of the food and beverage industries, which provides convenience products and services to their customer. Since the fast food industries appear until now, it is already become a very important part for people live and it has developed to a great scale, which includes many famous brands, such as, KFC, McDonald's, pizza hut and so on(Khan& Hussain& Yaqoob, 2013). According to Kirkpatrick (2013), fast food also called quick service restaurants, it provides a lot of tasty and convenient food, because it can be prepared and served in a very quick time. Nowadays especially for urban residents, the fast food has become more suitable for their diet. The reason is they work and live in the fast-paced space, which lead to people do not have much time to spend in the food and drink. Fast food can solve this problem that is why many fast food industries feel some heat. (Kirkpatrick& Reedy& Kahle& Harris, 2013)

This research will just focus on Malaysia, Malaysia is a developing country. Based on the economic developed quite fast in recent years, the fast food industry is also becoming a part of people's lives. In this country, there also have a lot of brands of

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fast food product. According to A&W company website (2013), the first franchise restaurant is restaurant chain in Malaysia and thus, become the company who pioneered the establishment of the fast food industry in Malaysian fast food industry. In 1973, Kentucky Fried Chicken which is called KFC was opened, Marrybrown was opened in the year of 1981, McDonald's was opened in the year of 1982, Ayamas was opened in the year of 1989 and Pizza Hut was opened in the year of 1996. There is also has other fast food chain being set up after that such as Domino's Pizza in the year of 1997 and the most recent fast food chain restaurant being Papa John's Pizza in the year of 2008.

## **1.2 Customer Segmentation**

Customer segmentation for these fast food industries are very clear to be understood. According to Momtaz (2013), there are three types of customer for fast food in the world, which are young people, adult and old people. Normally the old people do not have too much fast food because they more like to eat health food anyway. Almost customers are adult and teenager, Nowadays, based on the busy and hectic lifestyle in the world, it has encouraged adult to frequently purchase fast food from these fast food industries, because basically fast food is low price, quick service and the taste is also very nice, which can save much time for adult to do their work, that is the main reason for young people and adult to purchase fast food. So it can be said time is more important for them. According to Momtaz (2013), existing literature indicated that young generation is already become a very important customer base for fast food, the key reason is due to their lifestyle and eating habits. Sometimes they just accustomed to purchase fast food. There is no difference in Malaysia; people prefer to purchase fast food which changes their eating habits in the future. (Momtaz& Alizadeh& Vaghefi, 2013)

## **1.3 Problem Definition**

The affects from fast food relate to health has always been a very hot topic, there are a lot of advantages and disadvantages of fast food, this research will only focus on how the fast food industry is affecting healthy among Malaysian

university students. According to Kirkpatrick (2013), today, people life has improved a lot, such as housing, transport, clothing and so on. Almost all aspects of life to achieve the state-of-the-art modern production technology, there may be one exception, which is food. Fast food industries provide people convenience and low price of food options, but it is always constantly under attack from people who are health proponents and institutions for their contribution to the growing chronic diseases of many countries which also include Malaysia. Much of these fingers pointing are justifiable, so identify and learn the impact of fast food is very necessary. (Kirkpatrick& Reedy& Kahle& Harris, 2013)

According to Knai (2012), the role of stakeholders in healthy protection is paramount. Stakeholders such as government, industries, community, non-government agencies and universities play are key players in cultivating and promoting good eating habits among young generation. The most important thing is people have to understand how fast food affecting their healthy, why it is necessary and how to balance the disadvantages of fast food among university students in Malaysia. (Knai& Lock, 2012)

#### **1.4 Research Questions**

In order to find out all real significance results for this topic, the research question must be answered. The search questions would include as follow;

1. What is the relationship between fast food and university students' body?
2. What is the relationship between fast food and university students' behavior?
3. What is the relationship between fast food and university students' mood?
4. What is the relationship between fast food and university students' memory?

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## 1.5 Research Objectives

An overarching research objective is to test the impact of fast food industry for university students healthy in Malaysia and the specific research objectives are listed as following:

RO1: To examine the relationship between fast food and Malaysian university students' body.

RO2: To examine the relationship between fast food and Malaysian university students' behavior.

RO3: To examine the relationship between fast food and Malaysian university students' mood.

RO4: To examine the relationship between fast food and Malaysian university students' memory.

## 1.6 Limited Study

There have a lot of related research in recent years. But most of the research is just mentioned that fast food is very harmful for people. Only a few of research have included very details information. For example, according to Dunn (2012), the fast food is very bad for young generation, because their digestive system is not mature, so fried foods should not be digested. It will cause malnutrition, long-term effect could easily obesity. So that, examining the impact of fast food on healthy is very important, because it helps people to deeply know what are the problems people will have if they eating too much of it.

## 1.7 Significance of the Research

This research could provide significance to the knowledge regarding the real affect from fast food industries based on healthy and eating habits. The main benefits will as follow;

#### To academia

As mentioned above, the limitation of pervious researches could become a barrier. Basically, it can provide a very clear view about development of fast food in Malaysia, which can add relate knowledge and fill the gap well within the existing literature. This research can assist people to further improve the understanding regarding relate real factors and affects among university students from fast food, tell people what are the advantages and disadvantages with eating fast food.

#### To government

The study could provide more detailed information about the effects of the fast food industry to the government in Malaysia. Based on this research, the government can formulate some policies to Malaysia Youth, such as universal education of fast food knowledge for university students. In this way, the government and schools can cooperate with each other to help students to develop good eating habits, which can protect and prevent health of young people during their growth stage.

#### To industry

This research could make fast food industries to future think about how to produce more healthy food for teenagers that in order to improve the brand image in Malaysia. This is very important for fast food industry to learn how to win customer loyalty, to gain the more target market, which can increase profit eventually. According to this research fast food industry has to more focus on health food development and product classification management. In this way, people can reduce a lot of problem.

#### To the customer

Customers could be the biggest beneficiaries after this research, because the purpose of this research is to give a clear view for customer to identify and learn the impact of eating fast food, so based on the result they can protect themselves and promote good eating habits on their diet. Nowadays, fast food become more

and more important for people's diet life, customer should know the advantages and disadvantages of fast food. After this research, customer can have a more healthy choice.

### **1.8 Scope of Study**

The ultimate goal of this study is to investigate the impact of the fast food industry among Malaysia university students. Due to the time constraints, the author will only choose Kuala Lumpur as research priorities, because Kuala Lumpur is the political and economic center in Malaysia, demographic research is relatively convincing, the author will use the questionnaire to do the data collection, group will choose university students in Kuala Lumpur, the initial sample size will involve 200 respondents, which means addition research will be include when it is necessary.

### **1.9 Outline of the Research**

Basically the whole research would include five chapters; the author would introduce the research step by step, so readers can get a clear view from the start to the end.

Chapter 1 will begin with the background study of research topic, problem definition, research questions, and research objectives; then the author will explain the limited study of this research, significance of this research and scope of this research, the whole chapter would introduce a full and strong background information, it can be said act as a road map for the following chapters.

Chapter 2 will begin with the existing literature review and previous researches related to this topic, the author would like to find out all necessary literature review to support this research and look into the gap among the pre-research. Based on a lot of journals and articles related to this topic of research, the author would design a framework in this chapter. The hypotheses design will depend on the literature and research objectives of this research, so this chapter also is the most

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important chapter for the research.

Chapter 3 will introduce the methodology for this research. The research design, measuring instrument, validity test, and reliability test introduction will be the first part for this chapter, then population of this study, unit of analysis, sample selection, sampling techniques, data collection, and data analysis will more detail explain about the process of this research. The questionnaire design will be included in the last part for this chapter.

Chapter 4 will be the analysis part for this research; the author would like to use SPSS to analysis the collected data in the future. Demographic analysis and additional information analysis will be showed in tables to present data in a proper organized way. The main tests will include regression analysis; other analysis will be involved when it is necessary. Furthermore, reliability test and validity test are required to finish.

Chapter 5 is the last chapter for this research; the author will give the conclusion and recommendations based on the result of this research, future development will be involved in this chapter to explain how this research will help future research and personal reflection will be explained at the end of this chapter.

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## Chapter 2 Literature Review

### 2.0 Overview

This chapter would provide information regarding existing literatures, articles, theories and all necessary findings from previous researches, which related to the impact of fast food on healthy. The author would like to find out how fast food influence people and which aspects would be affected. All the findings are used to support this research, so after information collection, the author would design the hypotheses and framework based on the research information in this chapter.

### 2.1 Fast Food Popularity

According to Hokey (2013), Fast food means can be prepared and served in a quick time; fast Food plays a very important role in society, because fast food can save meal time, which is very convenience for busy people, so basically people do not have to wait. The purpose of fast food is to provide customers with convenience as much as possible; normally customers can easily find the location of fast food anywhere. The accelerated pace of modern urban life makes fast food industry become more and more popular. Even sometimes people do not want to eat too much fast food, but people also get the sense of that they cannot live without fast food. The culture of fast food becomes the main theme of the contemporary society. (Hokey& Hyesung, 2013)

### 2.2 Factors Analysis

Actually most of people know that fast food is unhealthy, because most of its products are fried which might reduce nutrition itself. But it is still very popular in the world, so there should have many reasons which influence people to consume fast food. Based on the research requirements, the author would like to find out comprehensive useful information regarding why fast food is so necessary for people.

### **2.2.1 Food Taste**

The author believes that the most important factor for customer to choose food would be taste. According to Khan (2013), the reason of fast food popularity is it provides good taste, the purpose of customer to go a restaurant is they want to enjoy the food being served, so it can be said customer eating habits is depends on food taste. Normally fast food focus on tastes, the main products related to fry and other formulations, which refers to stimulate the appetite of the production process. That is why fast food is so popular nowadays, because the taste of fast food is more accepted by a lot of people, who do not have much time to spend on diet. (Khan& Shahzad& Syed& Fahad, 2013)

### **2.2.2 Convenience**

According to Sharkey (2013), even though fast food always get blamed for contribute to many health problems, but its demand is still continually growth, because fast food has its own advantages, which other kinds of food cannot replace it in the modern life, such as convenience. Some people choose fast food just because it brings convenience, fast food restaurants are always easy to find in any places and they can prepare their products and services in a quick time, which means people can save much time on diet, and it is really meet their requirements. Normally urban residents live in a busy lifestyles space, so they prefer to have quick meals, fast food restaurants offer people products and services which even allow them do not have to get out of cars. Now fast food restaurants continually employ new tactics to shorten customer wait time, so it can be said convenience is another advantage for customer to enjoy meal. (Sharkey& Joseph, 2013)

### **2.2.3 Low Price**

Low price is another advantage of fast food, fast food often cheaper than other restaurants or cooking at home. So the price is also an important factor for customer eating habits development. According to Cotti (2013), low price is more suitable for most people to have it, if products or services are priced highly,

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customer base will be reduced. Based on the expectation of most customers, they would like to have products or services with lower prices. So it can be said the price of fast food has a significant on customer eating habits development. (Cotti& Chad& Nathan, 2013)

#### **2.2.4 Environment**

Products and services are the basic elements for business, which means all industries can provide good products or services to the customer. So based on this situation, how to use other factors to attract customers is a meaningful topic all the time. According to Horacek (2013), the physical environment can exert an obvious influence on the behavior of customer especially for fast food industry; this factor is more powerful for fast food, because customer would decide their diet based on the environment, so environment may has a strong effect on the customers' eating habits towards the services experience. Customer will look for intangible factor such as environment to predict products or services quality, so this factor should be included in this research to determine the popular of fast food. (Horacek& Tanya, 2013)

#### **2.3 Addiction**

According to Burmeister (2012), the "New Scientist" magazine published in London, the University of Washington endocrinologist Michael Schwartz's research results. He found that hamburgers, French fries, fried potato chips, fast food can cause hormone - leptin changes. Leptin is a hormone control of human eating behavior, it will make the change eaters is difficult to control food intake. In view of this, the consumption of Western fast food cause weight gain, cannot simply blame eaters do not have self-control, but because it is addictive. (Burmeister& Jacob, 2012)

#### **2.4 The Impact of Fast Food**

University students based on its unique age and psychological characteristics have become the most active groups in the consumption of fast food culture, more

and more students eat fast food addiction. The most famous brands of fast food are McDonald's, KFC and Pizza Hut. Due to its good environment, innovative and tempting taste, fast food is very popular among students, but fast food culture has had a tremendous impact in many aspects of young people, the author would like to find out all information which is very interesting and related to fast food industry.

## **2.5 Body**

### **2.5.1 Obesity Problem**

According to Viola (2013), young people obesity epidemic is already become a serious public problem in society, which lead to them with a poor health. Basically fast food includes fried foods, cereals, desserts and soft drinks. In order to find out the relationship between obesity and fast food, the investigation of fast food products is a good way to collect relevant information. Based on the research; A snack total energy for the 4136 - 8158 kJ, of which 57 - 77 grams of fat, 36% - 52% of the total energy. Fast food almost no vegetables, low fiber content, which is not conducive to digestion and absorption. Desserts and drinks have a large amount of sugar and flour also lost its nutrients after finishing. Because of fast food offers high-calorie, high-sugar, high cholesterol, low in nutrients, some nutrition scholars call it "junk food". Excessive energy intake can easily exceed the needs of the body; the excess energy will be converted to fat stored in the body, causing obesity. Therefore, fast food is the main reason for obesity among young generation. (Viola& Deborah, 2013)

According to Rouhani (2012), nowadays fast food cause obesity problems is getting worse than before, because fast food can be easily to found anywhere and moreover it is difficult to get rid of these tasty temptations, presentation and advertising. With the increasing accessibility of fast food, fast food obesity has become a major problem in a lot of countries to deal with. Although sometimes there are genetic causes of obesity, but people are mainly affected still because of lack of self-control. Fast food basically has a compelling selling proposition, which allow customer upgrade their ordered products to include additional services with

minimum amount, so this strategy can easily to increase sales and improve customer loyalty. But in this deal, customer is the loser, because fast food changes lifestyle of people, which makes people obese. Normally busy people would ignore their diet and health because they often pressed for time. Most people have accepted the passive fast food as a part of life even they know it cause obesity problem. (Rouhani& Mohammad, 2012)

There are also some previous research mentioned that, fast food causes obesity problem by encouraging the sense of intentional overeating. According to Dunn (2012), some scientists explained that normally fast food products with 150% more of high density energy than any other kinds of meal, so it can be said fast food forcing people to consume more calories than the body needs. Fast food contains a lot of sugar, oil, flour and sodium or salt, which are all significant contributors to the problem of obesity. This is because of fast food usually prepared fried products, which are contributing factors to indigestion and acidity, so frequently fast food intake can result metabolic failure may cause uncontrolled overeating tendencies that can cause weigh gain or obesity. Majority fast food contains high energy or calories, which increase obesity. However, it also related to poor diet quality as well. So some people realize that reverse the obesity trend will need people to have healthy food instead of fast food.

### **2.5.2 Disease**

According to Bibeau (2012), basically the physiological function of fat is to improve the taste of fast food, in order to make the food delicious. As long as put different proportion and different types of fat during the cooking, can achieve the effect of mouth-watering, for example, French fries, the kind of configuration crisp delicious taste will become one of the most favorite foods among young generation, but the problem is it will damage people with many parts. (Bibeau& Saksvig& Gittelsohn& Williams, 2012)

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According to Ellwood (2013), fast Food has a very serious impact on a variety of other problems. Usually it will change dramatically after 10 years to 20 years or other kinds of issues appeared because of obesity such as behavior problems. Obesity is the most obvious feature of eating fast food, it relate to diabetes, high blood pressure, high cholesterol, arterial atherosclerosis and other diseases, these diseases are also known as the "metabolic syndrome". At a young age, the performance of "metabolic syndrome" is not serious, but it can produce a variety of risk factors, which would influence adverse consequences to their future. Therefore, overweight, obesity problem and other problems related to the quality of life of people would happen at the same time. (Ellwood& Philippa, 2013)

**Hypotheses 1: Consumption of fast food has a negative impact on students' body which makes them obese.**

## **2.6 Lazy Problem**

According to Aloia (2012), majority brands of fast food in order to provide people with more efficient and convenient products or services, they created a lot of other methods to reduce the purchase time through continuously innovation. That is why most people are willing to buy fast food, but convenience also brings disadvantages. In this part, the author will focus on disadvantages of convenience. In the modern society, people are very busy which lead to them do not want to waste much time on diet, so they choose fast food because everywhere can easily get fast food. So most of fast food industries in order to meet this customer needs, they created online ordering, telephone ordering and some other services which related to more efficiency. Even increase the store window, so that some customers even do not need to pop the car door handle to buy fast food. However, this kind of service is very easily to make people become lazy, people are not willing to try complicate things, which means fast food has already influenced people behavior. (Aloia& Christopher, 2012)

Another argument is that, as mentioned above, fast food can cause obesity and because of obesity people would get many other problems, one of the most serious problems is lazy. According to Puhl (2012), the fat of obese people attached to the vessel, which may reduce oxygen in the blood, so it will be easier drowsy when a person hypoxia and obese people will take a big burden if they do some movement, which lead to them naturally feel tired than others. Basically those kinds of people want to stay in a quiet place and feel lazy to do sports or do complex things, also include cooking. So the author assumes that fast food has a negative influence on peoples' behavior which related to lazy problem. (Puhl & Rebecca M & Joerg & Chelsea, 2012)

## **2.7 Malnutrition**

Nowadays, most people are very love to eat fast food, sweets and soft drink; it is easy to cause the sense of satiety. Drink before meals, will dilute the gastric juice, affecting digestion and absorption of food. According to Sharifirad (2012), pigment in juice drinks also easy to calm in the people tender digestive tract mucosa, interfere with the function of a variety of enzymes, causing loss of appetite, indigestion. Since the sweets almost no protein, vitamins, minerals and other nutrients, the long term will definitely lead to malnutrition of people, which may have a long-term negative influence, lead to iron deficiency anemia and other diseases. In addition, the fast food is acidic foods, high intake can reduce the calcium in the body, which is affecting the bone development of people, such as, osteoporosis, prone to fracture and other problems, which also can makes people feel lazy to do anything. (Sharifirad & Gholamreza, 2012)

**Hypotheses 2: Consumption of fast food has a negative impact on students' behavior which may make them lazy.**

## **2.8 Anxiety**

According to Ukandu (2012), Exception of adolescent behavior, such as attention deficit hyperactivity disorder and behavior is extremely active may relate to fast

food. The danger of fast food is that the fat content is much higher than the needs of young generation. Long-term intake of such foods will affect the development of neural network and affects the brain's nerve function. Eating too much sugar content of fast food will produce a series of reactions inside the body and may lead to mood disorders among people. Due to the resistance of young generation is not fully developed, when long-term excessive use of fast food, preservatives containing isotonic debris will accumulate in the body, which contain preservatives the isotonic and debris will accumulate in the body, will lead to lax attention to rising discontent and become grumpy; sudden high blood glucose levels and cause anxiety. (Ukandu & Nnenna & Wilred, 2012)

Nowadays, society almost entered the fast food era. Like some people describe it, every people want to make money as quickly as possible, the sooner the better. For example, just like the author, the author likes to eat fast food as well and during the author doing this research, the author feel that cannot wait, wish suddenly market thousand words.

According to Garber (2011), anxiety can be said is a normal symptom of stress, which can make people body and mind feel unpleasant. Basically the symptoms of anxiety include agitation, fear and worrying. But sometimes people just worry something which is not important, so in certain cases, even there is nothing to be worried for, but people still get the feeling of that. The reason may relate to their diet, when people eat too much fast food, people will get the energy more than the body needs. It may influence constrict blood flow and interfere with the normal functioning of people central nervous system. High intake of fast food can cause restlessness, anxiety, insomnia, irritability and other feelings. These occur because fast food decreases blood flow to the peoples' brain and blood takes the responsibility transports oxygen and nutrient to tissues. So the author assumes fast food may influence people become anxious. (Garber & Andrea & Robert, 2011)

As mentioned above, Fast food can cause obesity problem, and obesity may cause some psychological problems. According to Phillips (2012), These psychological problems manifested in two aspects: firstly, they are easily to be the object of fun among students, often subject to rejection and ridicule, which prevent obese students take the initiative to participate in collective activities zeal and enthusiasm. They are less or refuse to participate in group activities, and gradually lead to depression, social withdrawal and emotional instability and other psychological and behavioral problems. Therefore, obese students are often self-evaluation, lack of self-confidence, obvious inferiority complex. Secondly, obesity can lead to children are not interested in surrounding environment or people, reticent, which can lead to depression. These psychological problems if not handled properly, people may binge eating to relieve the symptoms of psychological problems, so more emphasis obesity. In general, obese boys are more prone to hyperactivity, irritable, obsessive-compulsive, hostility and other issues; obese girls more depression, anxiety, immature. (Phillips & Gibson & Slade, 2012)

**Hypotheses 3: Consumption of fast food has a negative impact on students' mood which may make them anxiety.**

## **2.9 Negative Influence on Memory**

According to some news from websites, eating too much fast food can harm for the memory of people even lead to brain damage especially for young generation. It is said that too much sugar and fatty food would reduce brain chemicals. Some scientists say that high intake sugar and fat may damage people brain quietly which is not easily to perceive (nytimes.com, 2011). So based on the university students have to study and memory a lot of knowledge every day, the author would like to find out whether the fast food has a negative influence on their study.

If young generation eats too much drink and dessert of fast food will increase aluminum intake, which would enable them with mental retardation, learning

difficulties, behavioral abnormalities. According to the news, many kinds of fast food contains a lot of salt, saccharin, monosodium glutamate, which not only makes people susceptible to hypertension, atherosclerosis and other diseases, but also affects the blood supply to the brain tissue; unresponsive and memory loss always happen because of this. The World Health Organization recommends that adult daily intake of Monosodium glutamate should not exceed 4 grams. However, there has too much sugar in the fast food, the body due to accelerated oxidation of the sugar to consume large amounts of vitamin B 1, which caused by lack of vitamin B 1. The incomplete oxidation of glucose will produce lactic acid and other metabolic intermediates accumulate in the brain tissue of students. The result is affecting the central nervous system activities of young generation and affects the intellectual development of them. (Tes.co.uk, 2011)

**Hypotheses 4: Consumption of fast food has a negative impact on students' mind which may degenerate their memory.**

## **2.10 Definition of High Intake of Fast Food**

Basically it is very important to identify the consideration as high intake of fast food in this research, because it can be said almost people had eaten fast food before, so how to determine the frequency as high intake of fast food become the key factor before the data collection.

The latest research which published online July 2 in 2012, found that people who consume fast food once a week will get the 20 percent influence in comparison to people who avoid fast food. People who eat fast food two or three times each a week will definitely increase by 50 percent than normal people, and people who consume fast food more than three times a week can be considered as high intake of fast food. So the author will use this evidence to do the following analysis in this research. (sciencedaily.com, 2012)

## 2.11 Framework Design and Hypotheses Development

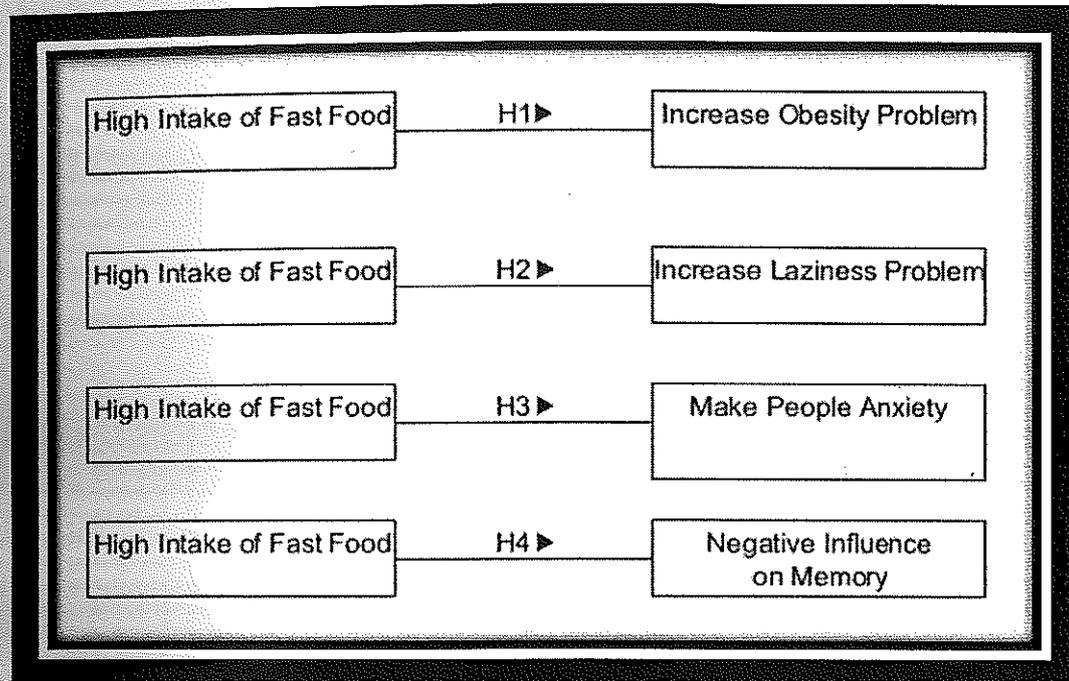


Figure 2.1 Framework

Here the author would like to introduce about this framework first, basically majority of framework has many independent variables and has one dependent variable, but in this research is different, because the research topic is to identify the impact of fast food on health for the research. So the author would like to design framework like this; one independent variable with one dependent variable and base on this framework, the author will test them by using regression test one by one.

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So based on the data collection above, the reason of fast food so popular is because their products and services quality which include taste, convenience, low price and environment. So the author would like to find out whether long-term of intake fast food will influence a lot on healthy of people. Based on the research above, fast food has a lot of impact on students healthy, the author would like to find out whether there has real negative impact on the body of students.

**Hypotheses 1: Consumption of fast food has a negative impact on students' body which makes them obese.**

Based on the literature reviews above, the fast food could influence the student's body, and it may has a negative impact on student's mood because of the body problems, the author would like to find out whether fast food could increase laziness problem.

**Hypotheses 2: Consumption of fast food has a negative impact on students' behavior which may make them lazy.**

Based on the literature review above, the fast food could has a negative impact on student's mood which makes students more anxiety than normal people, the author would like to find out it is real or not.

**Hypotheses 3: Consumption of fast food has a negative impact on students' mood which may make them anxiety.**

Based on the literature review above, the fast food may influence student's brain which may has a bad impact on their study, the author would like to find out it is true or not.

**Hypotheses 4: Consumption of fast food has a negative impact on students' mind which may degenerate their memory.**

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## 2.12 Chapter Summary

In this chapter, the author read a lot of journals, articles and previous researches, so the author found a lot of literatures based on this research which helped a lot with the framework development. The framework is designed well according to the strong literatures, and the author develops these five hypotheses which are focus on this topic. Everything is going well so far, the author has confidence to complete this project.

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## Chapter 3 Research Methodology

### 3.0 Overview

This chapter would include information regarding research methods employed during the data collection. The author will detail introduce start from research design and measuring instrument. The author personally thinks it is necessary to introduce a little bit about the questionnaire design; reliability test and validity test will be involved, following part is to introduce population of study, unit of analysis, sample selection, sample technology. The most important part will be the data collection in this chapter; the author will explain the analysis methods carefully and the reason for choose.

### 3.1 Research Design

According to Hernán (2012), causal research looks at the effect of one variable on another which is use to explain the relationship between different variables. This research belongs to the scope of causal research; the author would do the survey based on university students who like to eat fast food through questionnaire in Kuala Lumpur, to analyze the impact of fast food on health among them. The research to examine the effect of independent variables on the dependent variable, which means nature of investigate is the typical causal research. (Hernán, 2012)

Based on the research needs, a questionnaire will be included in this research. The author is going to design questionnaire according to the research needs, then arranged based on certain rules and compiled into a written form, the author will go Kuala Lumpur to do the survey and data collection.

According to Ergu (2012), questionnaire design will pay attention to the following principles: first, questions listed on the questionnaire will be necessary, irrelevant question would not be involved. All the questions will be very clear to be

understood by respondents. There will not have difficult questions, which are hard to answer for respondents. Questions will be clear, specific, avoid leading questions or problems with the implied. Avoid the questions which may cause people embarrassing problem. After the author finish the collection, SPSS will be the analysis tool for this research, the process of using SPSS will be detailed in the data analysis part. (Ergu&Daji& Gang, 2012)

### **3.2 Measuring Instrument**

The author would like to choose questionnaire to do this research. The reason to choose questionnaire is because the population of this study is Malaysian university students, which is a very large group. So it is not convenience to use other research methods to collect the data. The questionnaire not only can save time and money, but also easy to statistical processing and analysis. According to Rogers (2013), this questionnaire will include following three components: Introduction, the main theme of this survey, the purpose of this research, the significance of this survey and expressed thanks to the respondents; Body, this is the main part of the questionnaire requires respondents to answer all of the question honestly; Appendix, this part can be registered, to collect data about the situation of respondents for further statistical analysis. (Rogers& Rockwood& Constantine, 2013)

According to Bwambale (2012), Likert developed its principle of measuring attitudes which requires respondents give their attitudes about one topic. The items are 'Strongly Agree', 'Agree', 'Natural', 'Disagree' and 'Strongly Disagree', which are denoted as 1, 2, 3, 4, 5. The 5 point Likert scale measuring instrument will be involved in this research; because this research is related to quantitative research, therefore, the design of the questionnaire could use this instrument for the body part. The score from each respondent shows their different attitude to the research questions.