



A Study on the Perceptions of Unhealthy Lifestyle and Fast Food Consumption

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ABSTRACT

The study of this research is to examine the relationship between fast food consumption and unhealthy lifestyle. A sample of 375 customers of Kentucky Fried Chicken (KFC) at Central Square, Sungai Petani Kedah was interviewed on two major issues. The fast food consumption and unhealthy lifestyle were examined by giving the questionnaire to the respondent in helping the researchers to collect the data. The data was analyzed with Pearson Correlation using Statistical Package for Social Science (SPSS) version 16.0. The results indicate that there are relationship between fast food consumption and unhealthy lifestyle where it can influence customer perception.

Keywords: Adolescent Fast food, Consumer behavior, Unhealthy lifestyle,

INTRODUCTION

Fast food have been defined by Bender and Bender (1995) as a “general term used for a limited menu of foods that lend themselves to production-line techniques; suppliers tend to specialize in products such as hamburgers, pizzas, chicken, or sandwiches”. Normally, fast food can be

found in anywhere and anytime. It not only is found in restaurant but also in supermarket which sell an ample choice of food. The examples of the fast foods outlet in Malaysia are Kentucky Fried Chicken (KFC), Mc Donald's, Pizza Hut, Marry Brown, Dunkin Donuts and others. Fast foods are familiar and popular among the children, teenagers and also parents.

According to Schlosser (2001) with the increased of mobility and the extensive of urban areas people spent more time commuting to work. This was coupled with an increasing presence of women in the work place thus leading to less time allocated for food preparation at home. Fast foods are quick or speedy services, reasonable price and readily available alternatives to home cooked food. While convenient and economical for a busy lifestyle, fast foods are typically high in calories, fat, saturated fat, and high sugar and salt. In addition, fast food is convenience and easy to the public but it can leads people to the unhealthy lifestyle. This condition can contribute to the range of disorders including coronary heart disease, diabetes, kidney failure osteoarthritis, cancer, back paint and psychological damage.

METHODOLOGY

Research methodology is procedure taken by the researcher to achieve the objectives of the study. The collection method being used in this research is questionnaires which are distributed to the respondents among the customers at Kentucky Fried Chicken (KFC) Central Square, Sungai Petani Kedah. The researcher use Convinience Sampling Technique. Convenience sampling is most often used during the exploratory phase of a research project and it's perhaps the best way of getting some basic information quickly efficiently.

Data Collection

The method use by the researchers for collecting the data is through questionnaire. The questionnaire is a closed ended question, whereby there will be a set of alternatives given by the researchers and the respondents can

make choices for the alternatives answer. The questionnaires were distributed to the respondents during the survey conducted. They are about 375 set of questionnaires distributed among customers. The questionnaires were design in a very simple and easy way for the respondents to understand and answer.

Data Analysis

The data of this research is quantitative data which are in the form of numbers and statistics. Statistical Package Social Science (SPSS) 16.0 will be used to key-in the data collected from the respondents. The researcher will analyze the data to see whether there is a relationship between the independent variable and dependent variable. Analyzing the data is required and important to determine whether the hypotheses of the researchers can be accepted or rejected.

RESULT

Pearson's Correlations

The Pearson Correlations was developing in order to know whether fast food consumption has significant relationship toward unhealthy lifestyle. The result from the Pearson's Correlations between fast foods consumption and unhealthy lifestyle obtained significant with $P = 0.037$ level (2-tailed), and $r = 0.108$. From this result, the researchers have concluded that the relationship between fast food consumption and unhealthy lifestyle is significant.

CONCLUSION

This research is concern in determining the perceptions of fast food consumption and unhealthy lifestyle in Kentucky Fried Chicken (KFC)

Central Square, Sungai Petani, Kedah. Primary data were collected by distributing questionnaire to 375 respondents around Central Square area which had been chosen by using convenience sampling technique. Based on this research objective and the result from the findings, there are relationship between fast food consumption and unhealthy lifestyle. Nowadays, public are not aware about their eating pattern that give negatives effect towards their healthy. Fast food could be one of the many factors that contribute to physical disease and other type of genetic disorder. Many respondents have high interest towards fast food and they did not mind to spent more in order to consume the fast food because the taste is delicious and tasty. The respondents are attracted to by fast foods because of good services that are provided in term of faster service, variety of meals and convenience. By conduct this research, the researcher can see that there is the relationship between fast food consumption and unhealthy lifestyle. People who practicing an unhealthy lifestyle usually consumes fast food frequently.

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