

THE AWARENESS OF FAST FOOD AMONG STUDENT

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Abstract

Today's lifestyles are quite worrying. Lots of people are easy to consume the fast food rather than original food or traditional food. The family institution should give a big role to ensure that their generation becomes healthy and good. We can consume all the fast food out there but there have a limitation in eating the fast food. The people need to aware what kinds of fast food outlet that served a good food in Malaysia and furthermore aware about the price, nutrient that served by that fast food outlets. Therefore, it is important for us to know the level of awareness of fast food among community in Malaysia.

Keywords: fast food, nutrient, knowledge, health.

INTRODUCTION

According to Anderson & Miroso (2014) the extend about their article are why people are more like to choose fast food which is unhealthy food rather than choose the other food healthier in alternatives. Every people love to eat but at the same times they wanted a quick service. There are lots of ways in making the fast food being famous even though we all know that kinds of unhealthy food is not good for us for example, carbonated drink, sausage and fries. It is high in sugar, salt and preservatives. But people still love it from the kids until the old generation. Even though, the prices of all food are cheaper and we enjoyed the food itself, it doesn't mean we can eat it every day or every time. Its show those food that are delicious are not good enough rather than traditional food. We all know and realized about the business of work and responsibility, which are the thing that we cannot avoid in this era. Avoid the problem will never make problem settle. How to manage the availability of trust in term of the choices of foods are important in order to make sure we live in a healthy lifestyle. The more reliable the facts of the healthy food give the big impact of the choices when the customers want to eat it whether to take out/take away.

Many people said, we can consume the fast food but we also need to go to exercise. If people are tending to exercise, for sure, they will be particularly about the food. The food itself gives a big impact in the body weight. According to Totu et al (2013) the choices of food that have been picks by the people are the key determinant in all people health. In Malaysia, there are plenty of different kinds of fruit that are super delicious, but people also don't realize they can consume the fruit more than 3 times a day. When we eat fruit, the affordability of choosing the fast food are low because our stomach

already full with all the fiber in the fruit. Normally, the target audience of fast food industry is student, workers and kids. It is because they have lot of responsibility to take care of and the best thing is when there are lots of foods that can be bought faster and easy like fast food. Drive through service and online booking really helps them a lot because it can save lot of times while waiting the traditional food in the restaurant. The fast foods are delicious and have their own customers that are really fanatic about fast food. When we purchased food, it is not tend to fulfilled our interest only, it is also included the communication proses. People nowadays like or tend to fill up the form in the online rather than write it to the paper. Waste time and energy give the changes to technology changes our lifestyles. Not everyone recognized the changes if they did not realizes and aware about the environment. This research will educate the community to realized and aware about the consumption of fast food in their life. According to Stockton & Baker (2013) fast food can leads to chronic disease and it also can be dangerous if we consume lots of unhealthy fast food every day.

According to Austin & Liang (2014) the popularity of organic food are being increased in term of online marketing. People tend to use the online rather than buying in the market. Even though it is quite challenging for the farmer, it will make we lose the communication face process during purchased the item. Same as fast food nowadays, there are lot of transaction that have in this era. The old purchased items were left behind. We need to make sure that all the excuse will leads to the changes of our lifestyle and more increased on fast food outlets. We are created it, we are support it that why people nowadays easily get the chronic disease because of their lifestyle. This research will show the community about the level of awareness in this country.

ISSUES

In this paper I identify several issues about the fast food in Malaysia. There are certain people who are obsessed with the fast food. But based on my observation, every single person who is eating the fast food 5 times a day has no awareness about the food that they take. Some of the limitations that have in this topic are:

1. Coupled with low nutritional value of the content of fast food can lead to a variety of health problem.
2. Community doesn't care about the nutritional of fast food for them in a long term of life.
3. The growth of fast food outlets nowadays.
4. Generation Y more prefer to love fast food service rather than traditional food.
5. The key motivator for consumers selecting a particular fast food outlet?
6. Demand of the fast food still high even though the prices are expansive for certain people.

RESEARCH QUESTIONS

There are some questions based on these research topics which are:

1. How we want to deliver the information about the awareness of fast food.
2. How do we create the awareness of fast food in education by community in Malaysia?
3. Are we realizing about the nutrition of the fast food outlets in Malaysia?
4. What is the key motivator for consumers selecting a particular fast food outlet?

RESEARCH OBJECTIVES

The aims of this paper are to make sure that the community aware about the fast food in Malaysia. At the same time know the affordability issue of fast food. In order to achieve this aims, we identify the sub goal which is:

1. To guide the community on the choices of the best and good fast food in Malaysia.
2. To give the community more aware what they eat every single days.
3. To influence people about how important to know about the nutrition in the fast food.

LITERATURE REVIEW AND PROPOSED FRAMEWORK

In this recent year, there are lots of fast foods outlets that available. It shows that our community had to make changes into the modern lifestyle which are they will get busy and they require longer working hours. Min & Min (2013) shows that in 2006, lots of fast food outlets grew in the market. Their transaction most of everyday worth \$102.4 billion as stated in this article. In addition, women's in this era have their own career that requires their commitment to work and family .They did not have time to cook and do all the things that housewife do in their house. They only spend time in their house in weekend because weekdays busy to work till midnight. They can only cooks in the weekend if they have time to spend with family. Due to a busy modern lifestyle, nearly a quarter of today's families never dined together. It is also will leads the community to the break down the institution of the family. These kinds of problems looks simple but the major part of it just family loves to eat in the outside rather than at homes. In this world we can be busy but if the family itself doesn't happy, it doesn't means anything on your success. We have to realize the quality of time between families will also lead to our success. By the emerging the food in our life makes us healthy in order to achieve the best results or goal in life. The challenging of getting the nutritional in term of affordability is quite hard nowadays because of decreasing the currency in the world. Not everyone can afford to eat the best and good food in Malaysia. We all know and

realize that the money issue nowadays are sensitive because of the life style are increase every year. Even though the restaurant or fast food outlet are nearby at home or university, there are some issue that selecting the people to choose the fast food outlet. Usually student and the workers are like to go to the fast food outlets because of their own good services. By given the numerous fast food outlet available, consumer can now easily choose and pick best outlets to spend time with their friends while eating there. However, fast food industry has been challenged with intense competition in the recent years due to the saturation of a fast-food restaurant market and the worldwide economic downturn (Min & Min, 2011).

The literature review is conducted to further understand about the kinds of element that will affect the awareness of fast food among community. The discussion not only cover research that is conducted in Malaysia, but it will cover research that be conducted outside as well to enable getting a really clear view for this study. Fast foods in Malaysia have been growing so fast in this year. Ehsan, (2012) stated that Fast food normally will be famous among the young generation. The diet food growing due popularity but not same as the unhealthy fast food outlets popularity.

As mention in this article (Kobayashi, 2011)., the word fast food means food items that are quickly served such as hamburger, pizza, fried potatoes and etc, at franchised fast food restaurant. Nejati & Moghaddam (2013) showed, most people eat out every now and then. Given the numerous dining-out options provided, consumers can now choose to eat in a variety of full-service or fast food restaurants. There are certain fast food outlets that available which are:

1. McDonald
Serve hamburger, fried potato, porridge and others snack accompanied by carbonated drinks.
2. Subway
Serve all kinds of sandwiches which are very healthy with different type of salad, bread, sauces and others.
3. Domino pizza
Serve the different thickness of pizza bread rather than PIZZA-HUT.
4. KFC
Known as Kentucky fried chicken, the secret recipe of fried chicken make the brand well known in Malaysia.
5. Nandos.
Serve the grill chicken with all kinds of condiments that we can choose.
6. Uncle jack
Serve the similarity of foods as Kentucky fried chicken but in a different size of portion and price.
7. Manhattan fish market
Serve the Manhattan Fish Market; a place for affordable seafood platter.
8. Dunkin' Donuts

Serve the variety of flavor doughnuts and soft drink.

9. Starbucks

Serve hot and cold drinks, whole-bean coffee, instant coffee. Also serve pastry product from bakery cottage.

10. Hot & Roll

Serve the paratha wrap with easy going when to eat in a rushing time.

Stockton & Baker (2013) showed that encyclopedia Britannica (online) the term fast food was first introduced in 1951 and refers to 1: relating to, or specializing in food that can be prepared and served quickly, at a restaurant, and 2: designed for ready availability, use, or consumption and with little consideration given to quality or significance. Undeniably, people nowadays are eating out more often. Consumer usually started to realize the negative impact of consuming too much fast food when they start to sick and not feeling well. The factors that influenced community to eat fast food are distance. Momtaz et al (2013) said that one important factor that can properly affect the behavior of eating outside could be the customers' distance from the fast food outlets. This factor can leads to people not to cook at home by saving time, energy and money. Distance from work to home give the big impact of social life. The limitations of cooking and eat at home are less because of time consuming when back from work. It is also give the opportunity to the fast food outlets to maximize their menu in order to suit the target audience. Secondly, women tend to work. Women nowadays are tending to work rather than just being a housewife. It is because women can do lots of work to minimize the burden of their husband. Behwal & Behwal (2014) stated that studies have identified the most important reasons for choosing a particular store and cite a variety of reasons ranging from convenient location, variety/assortment, low/good prices, familiarity, purchase experience, manufacturer brand image, store image, friendly service, cleanliness, fast service/checkout, to best/good value (Seiders and Tigert, 2000, Aurier and Lanauze, 2011). Even though the supermarket are good enough but everyone seems to live in a busy world, where no one has time to take a long walk and smell the roses, and even less time to do chores and keep their home organized. People commonly have around a 30 minute interval for their lunch, which is enough time to make a quick stop by the nearest fast food eatery. Ali & Abdullah (2012) stated that, food premises are always full house as eatries come and go in streams during peak time either as individual, couples or groups. Thirdly is media social ,Totu, Igau & Halik, (2013) showed the mass media has always been implicated as one of the significant contributors to children's food choice and the obesity epidemic. With the constant and wide exposure to television advertising, children are assumed to be influenced by its messages and image of fast food itself. The influenced in the television give the big impact because all the children nowadays are really loves watching the television. In spite of the alarm raised regarding its health value, human beings require

food to grow, reproduce, and maintain good health. Without the food our bodies could not stay warm, build or repair tissues, and maintain a good heartbeat. Eating the right foods could help us rid certain diseases or recover faster other illness occur. According to Tandon et al (2010), people consume more fat and calories when eating at restaurant, underestimate caloric content of restaurant foods and generally do not have ready access to nutrition information at the time of purchase. There are some effects if the community enjoy and loves to eat fast foods which are financial Kobayashi, (2011) showed that University student tend to spend more money on weekly fast food consumption then the other part of restaurant. Based on that, it showed that financial problem will increase in order to satisfy their needs by consuming the fast food. Based on article Ehsan, (2012) customers visiting fast food restaurants one to three times a week outnumbered those visiting four to five times a week or daily. The number of individual customers going to fast food restaurants was nominal, whereas the number of those going with friends and family was significant. The second effect of having fast food is health. Health is the main issue that needs to discuss in term of fast food awareness and consumption. Based on Anderson & Miroso (2014), the leader of McDonald already acknowledge that he must be part of the role on the fight against obesity. Even the company itself has the awareness of consuming fast food but the consumer does not realize the obesity still can be happen because of the careless choosing the best foods to be eaten.

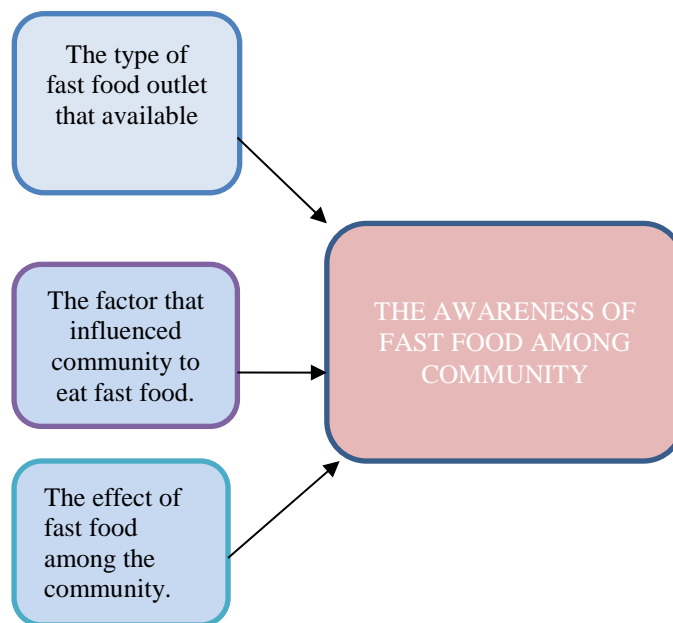


Figure 1. Research Framework.

In this research, we proposed our framework as shown in figure one. We develop this research framework based on the previous article. In this Figure 1, we already identify this 3 independent variable which is the type of fast food outlet that available, the factor

that influenced community to eat fast food and the effect of fast food among community. The dependent variable in this Figure 1 was the affordability issues on the key of selecting a fast food outlet among community. This research framework can be helpful to provide the result of finding the affordability issues on the key of selecting a fast food outlet among community

CONCLUSION

Fast food outlets have their own positive and negative effect. The positive effects are related to increasing job opportunity in a country or state. It is also give the increasing to the economic growth itself. But in the negative effect on the key of selecting fast food is more related to the financial and the health on that personal itself. The obesity problem in the youths and children will be the most negative effect on this issue. Waddingham et al (2015) showed that healthy food intake and eating is a complex area which is of paramount importance to the health of both current and future generations. That is why we need to choose the best and healthy foods or even fast food in order to maximize our health in the future. The chapter two explained in detailed on how each variable is formed using relevant studies and also past researchers. It covered the reviews of literature of the type of fast food, the factors that influenced people to eat fast food and the effect of fast food that will lead to the affordability issues of fast food and which will influence people to selecting a fast food outlet in Malaysia.

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