

# Investigating the Factors Influencing Generation-Y Attitudes Toward Fast-Food Consumption in Ipoh City

Amy Nurnajwa Puhad<sup>1</sup>, Elyssa Maisara Ahmad Russlin<sup>2\*</sup>, Nor Farawahidah Mohd Khamis<sup>3</sup>, Ahmad Redhuan Abu Bakar<sup>4</sup> and Wan Siti Nor Azma Ab Aziz<sup>5</sup>

<sup>1,2,3,4,5</sup>Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Pulau Pinang Branch, Malaysia

\*corresponding author: [elyssa@uitm.edu.my](mailto:elyssa@uitm.edu.my)

## ABSTRACT

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*Although there are various adverse effects that are already known, some fast food remains popular with consumers. The aim of this study was to investigate the factors that influence the attitudes of Generation Y towards fast food consumption in Ipoh City. The study focused on three main factors, namely convenience, health consciousness, and trust. The study used a quantitative analysis approach, relying on statistical evidence to draw conclusions. The results indicated that convenience, health consciousness, and trust were the key factors that influence Generation-Y attitudes towards fast-food consumption. This study provides valuable insights into the factors that affect consumer attitudes towards fast food consumption among Generation Y individuals in Ipoh City. The findings can contribute to a better understanding of the preferences and motivations of this demographic segment, which can be useful for fast-food industry stakeholders in developing targeted marketing strategies and product offerings. Nevertheless, limitations due to the online survey method used during the pandemic could potentially lead to biased responses and time-consuming data collection. The quantitative approach limited the collection of information, suggesting the need for qualitative or mixed-method approaches for more specific data. The study's focus on Generation Y in Ipoh City is another limitation, urging future research to consider other generations and regions.*

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## **1. INTRODUCTION**

Drewnowski and Specter (2004) noted that dietary patterns, including the choice of meals and how they are prepared, have completely changed in this globalized world. One of these changes is the increase in the desire to consume fast food (Holmboe-Ottesen, 2000). Fast food is a generic term used to describe a limited variety of foods that are prepared using assembly line technology (Cimadon et al., 2010). According to Whitton et al. (2014), western fast food contains more calories than nutrients, which can disrupt the body's natural hunger and fullness signals and may prompt "passive overconsumption." Increased consumption of these foods away from home significantly affects consumers' well-being (Kim et al., 2013). A causal connection between obesity and the fast-food industry presently cannot seem to be demonstrated (Anderson & Miroso, 2014), yet it presents adverse consequences for well-being (Drewnowski & Specter, 2004). Although there are various adverse effects that are already known, some fast food remains popular with consumers. Senauer (2001) found that there are various studies that have been conducted related to consumers' behavior toward fast-food consumption. Many focuses have been given to problems related to psychological factors, including emotions and preferences, that have a significant influence on the development of attitudes towards fast-food purchasing, regardless of age or location. (Anderson & Miroso, 2014).

Generation Y's food consumption, which is influenced by convenience, health consciousness, and trust, is important because it can help businesses better understand the needs and wants of this important demographic. This information can then be used to develop products and services that appeal to Generation Y and encourage them to choose these quality products and services. Other than that, according to the 2020 census, this chosen generation, also known as millennials, makes up approximately 25% of Ipoh's whole population. Also, they are increasingly becoming the economy's main force. On the other hand, the reason for choosing convenience, health consciousness, and trust in this study is to understand whether health consciousness is also important apart from the convenience and trust of the brand. Ipoh is a city that is on the rise; the fast-food trends are constantly evolving, and the current trends are still evolving. With the attractiveness of this location due to its strong economy, vibrant culture, and urban developments, many food chains are opening around the location.

## **2. LITERATURE REVIEW**

### ***2.1 Generation Theory***

The idea of generations as groups of people of similar age who share attitudes and experiences that shape their actions and lead to social change emerged in the late 18th and early 19th centuries (Popescu, 2019). The generational cohort theory emphasizes the social changes that take place in the formative years of a person's life and shape their worldview and influence their behavior throughout their lives. Generation Y is the society born between 1981 and 1994 (Lissitsa & Kol, 2019). A characteristic of this theory is that individuals within a generation share orientations, attitudes, and preferences that differ from those of other generations. This theory has been used to characterize generational cohorts such as the GI Generation, the Silent

Generation, Baby Boomers, Generation X, Millennials, and Generation Z. Generation Y was chosen for this study because this generation is considered confident and optimistic and feels empowered to take positive action when things go wrong. They are also known for their multitasking abilities due to their high speed and energy (Lissitsa & Kol, 2019).

## ***2.2 Theory of Planned Behavior***

The Theory of Planned Behavior (TPB) was proposed by Ajzen (1991) to support the research framework of this study. The TPB (Ajzen, 1985) is an expansion of the theory of reasoned action, which keeps standing out in social psychology. Besides that, the TPB is a generally applied anticipation value model of attitude-behavior connections that has met with some level of achievement in predicting a variety of behaviors (Ajzen, 1988). The TPB is made up of five components that indicate a person's genuine behavioral control. According to this theory, Ajzen (1991) found that intention refers to motivations that can influence a certain behavior, and it can be performed when driven by strong intention. Next, an attitude refers to one's point of view in evaluating the behavior of interest positively or negatively, and it also involves considering the results of the execution behavior (Eagly and Chaiken, 1993). Furthermore, subjective norms depend on the strength of normative belief, where a person will be more likely to engage in certain behaviors when encouraged by important people such as family and peers (Eckhardt, 2009). Whereas perceived behavioral control relies on a person's perception of the level of ease and difficulty encountered to perform the behavior of interest depending on the situation (Fishbein & Ajzen, 1975). Despite that, the context of this study only applies attitude as the main component of TPB to comprehend consumer behavior, including three variables: convenience, health consciousness, and trust, which it is believed can have a direct effect on behavior. Hence, the TBP is a result of an individual's intention to perform the behavior, which is influenced by their attitudes towards the behavior, their beliefs about the consequences of the behavior, and their perceived norms about the behavior (Kusumawati et al., 2021).

## ***2.3 Consumer Attitudes***

Alvensleben and Padberg (1997) state that consumer behavior comes from one's emotions, incentives, and attitudes. Attitudes play a significant part in shaping consumer behavior and can be characterized as a part of consumer behavior. Indeed, consumers evaluate and decide based on their attitudes, according to Steenkamp and Van Trijp (1989). Also supporting this, Hameed et al. (2019) also believed that consumers who have positive emotional responses to a product or service are more likely to behave in a positive way towards it, but conversely, if consumers have negative emotional responses to a product or service, they are more likely to behave in a negative way towards it, such as by avoiding it. According to Ghoochani (2017), buying behavior can be affected by attitudes toward a product or service, and purchases are the result of positive attitudes. Consequently, certain attitudes may clarify why an individual accepts certain social strategies or philosophies rather than others (Ghanian et al., 2016). Nevertheless, a study on customer experience (Li et al., 2021) also supports that customers' attitudes toward buying or intent to buy are mainly influenced by the customer's previous experiences with the brand, the customer's current needs and wants, the customer environment, and the brand's marketing and sales efforts.

## ***2.4 Convenience***

Increasingly, a lot of people agree that the convenience of food and service production and marketing is becoming more important nowadays. The rapid expansion of the convenience food retail chain, also known as convenience food, is now more widely available than ever before (Imtiyaz et al., 2021). Also, Imtiyaz et al. (2021) recognized that the increment in the working population and urbanization can be the effects of more people moving to urban areas and proven that they have less time to cook at home. On the other hand, online food delivery is indeed gaining popularity in Malaysia due to its convenience and availability to help consumers get their food on time (Tarmazi et al., 2021). Moreover, convenience is a significant factor in the decision to eat fast food. Fast food is convenient because it is quick and easy to get. A study found that 95% of Malaysian respondents agreed that they ate fast food due to their hectic lives and that it was easier to get food (Mokhtar et al., 2020).

Considering convenience at all stages of the food consumption process, it is important for consumers to decide the use of time and energy to obtain, consume, and dispose of food (Brown and McEnally, 1992). According to Jackson et al. (1985), working women with high incomes are more likely to purchase time-saving products, especially fast food, considering that it is easy to serve family members later. Subsequently, convenience is defined in terms of the ease of time, physical energy, and mental effort associated with food preparation and consumption; however, the ease of time is a major component that affects the use of fast food nowadays. Also, in today's fast-paced society, where people spend a lot of time at work or school, fast food has become an easy option because it is convenient, accessible, and affordable (Farah & Shahzad, 2020). This study was conducted in the cities of Pakistan. It means that, even outside of Malaysia, the convenience of consuming fast food is the current trend.

H1: There is a relationship between convenience as the factor that influences Generation-Y attitude toward fast-food consumption in Ipoh city.

## ***2.5 Health Consciousness***

Health consciousness is health awareness and knowledge that indicate the level of preparation to embrace well-being activities (Becker & Maiman, 1975) that impact health attitudes and behaviors (Iversen & Kraft, 2006). Even though there is no reasonable meaning of health consciousness, it is inferred that health-cognizant people are concerned for their health and hence are bound to be keen on improving their health by taking part in healthy activities. As mentioned earlier, health consciousness prominently affects consumers' attitudes. Musaiger (2014) reported that consumers continued to eat fast food, even though they thought it was harmful to their health. On the contrary, fast-food advertisers often make their food appear healthy, which can make customers more likely to buy it (Xiao et al., 2019). This is often associated with unfamiliar knowledge of healthy food and falls under false advertising.

A study conducted in the United States to understand the local food consumer found that the participants were aware of their health when choosing food (Kumar & Smith, 2018). also supported by a study made on young adults in Malaysia (Al Mamun et al., 2020). Thus, it is

expected that consumers who are concerned about their health will be less likely to patronize fast-food restaurants than consumers who are less knowledgeable about nutrition. Thus, the following hypothesis was formulated for this research:

H2: There is a relationship between health consciousness as the factor that influences Generation-Y's attitude toward fast-food consumption in Ipoh city.

## 2.6 Brand Trust

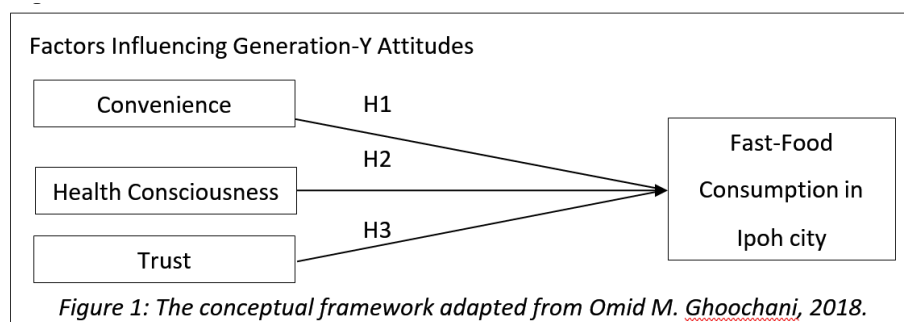
Brand trust is an important asset for any business, as it can lead to increased sales, customer loyalty, and market share. pointing out again the effects of trusting a brand, especially its false advertisement, such as fast-food restaurants promoting their food as being healthy (Xiao et al., 2019). Although it has been proven that fast-food restaurants tend to have poor dietary quality, this can be another complex of a person's attitude toward consuming and choosing fast-food restaurants. Ghoochani et al. (2018) indicated that apart from health consciousness, they found out that trust that was executed by the brand is solely important. This is because consumers tend to be loyal to a brand that can promise them there is no foodborne illness that can be caused by the brand. The study also suggested that, if a brand is trustworthy, it can bring back loyal customers.

Apart from the food industry, a study on consumer attitudes toward buying smartphones also supports that society tends to come back to the brand that they trust the most (Diputra & Yasa, 2021). Furthermore, a study on fast-food customer loyalty found that 75% of the participants believed that trusting a brand was important before choosing it (Singh et al., 2021). Plotkina and Munzel (2016) suggested that this trustworthy brand in society can sometimes be presumed to have high knowledge of the product. Nevertheless, what society believes can contradict the facts about the practical brand. Thus, Aaker (1996) proclaimed that brand trust exceeded consumer satisfaction in terms of product functionality and attributes. Based on the information in this section, the following hypothesis is formulated:

Hypothesis 3 (H3). There is a relationship between trust as the factor that influences Generation-Y attitude toward fast-food consumption in Ipoh city.

## 2.7 Conceptual Framework

This study examines the factors influencing Generation Y attitudes toward fast-food consumption in Ipoh City. Convenience, health consciousness, and trust are among the factors



considered in this study to determine which factors greatly influence Generation-Y attitudes toward fast-food consumption in Ipoh City. This research focuses on Generation Y as the main unit of analysis because they are typically seen as being more familiar with digital technology than other generations (Benckendorff et al., 2010). This statement can be supported by the Generation Cohort Theory proposed by Inglehart (1997) where this theory found that Generation Y has more access to the Internet which is a market segmentation tool that is increasingly used by various food industries nowadays. Generation Y is more vulnerable to the persuasive power of graphic-based advertisements because they are used to seeing and interacting with images and videos daily. (Reynol & Mastrodicasa, 2007). Thus, the Theory of Planned Behavior (Ajzen, 1991) will be used to examine the following factors, and this indirectly can draw more reliable repercussions compared to previous studies as this survey focuses more on specific age groups and regions.

### **3. METHODOLOGY**

#### ***3.1 Research Design***

This research used a causal study design to investigate the relationship between convenience, health consciousness, trust, and fast-food consumption in Ipoh City. A quantitative study was conducted to collect primary data through a survey of a large sample of people in Ipoh. A cross-sectional method and a non-contrived approach were used. The data was analyzed using the Statistical Package for the Social Sciences (SPSS) software version 21.

#### ***3.2 Study Population and Sampling Procedure***

This study investigates the determinants of fast-food consumption among young adults in Ipoh City. Data were collected from individuals aged 25 to 40, born between 1982 and 1997, residing in Ipoh, with the aim of understanding factors such as time constraints, convenience, advertising exposure, and lifestyle choices that drive fast-food preferences (Paeratakul et al., 2003). Ipoh City was selected as our research setting due to its status as the fourth-largest city in Malaysia, boasting a population of 828,000 in 2021, rendering it a suitable representative sample (Ipoh District and Land Office, 2021). Sample size determination employed GPower software, a recognized tool for such research (Erdfelder et al., 1996). The software recommended 138 participants, although we ultimately received 150 responses, with 10 incomplete ones being excluded. Given the constraints imposed by the ongoing COVID-19 pandemic, data collection was conducted through online surveys utilizing a stratified random sampling technique. The dissemination of questionnaires occurred through social media platforms, including WhatsApp, Instagram, and Facebook, aligning with best practices in the field (Evans & Mathur, 2005).

#### ***3.3 Measurement and Instrumentation***

This study builds on previous research by adapting existing measures and developing new ones. The measures were carefully selected and tested to ensure that they were reliable and valid. This helps ensure that the results of the study are the most accurate. Among the constructs found in Ghoochani (2018) are (1) availability, (2) health consciousness, (3) trust, and (4) subjective norms. The questionnaire has four sections, and all questions are brief and phrased

in a basic way. It is also available in both Malay and English. In Section A, there are respondents' demographic profiles, while Section B examines the first antecedent, which is convenience (4 items; Dunn, 2011). Section C examines the second antecedent, which is health consciousness (4 items; Ghoochani, 2018), and Section D examines the third antecedent, which is trust (3 items; Ghoochani, 2018). Lastly, Section E identifies fast-food consumption in Ipoh City. The questionnaire applied in this research is in the form of a 5-point Likert scale and is category-scaled.

## **4. DATA ANALYSIS AND RESULTS**

### ***4.1 Data Screening***

Prior to survey commencement, prospective respondents were apprised of specific eligibility criteria. These prerequisites mandated that individuals fall within the age bracket of 25 to 40 and be residents of Ipoh City. Non-compliance with these stipulations resulted in exclusion from the survey, ensuring a sample exclusively composed of Generation Y residents of Ipoh. Additionally, respondents were duly apprised of the voluntary nature of their participation, along with the assurance of strict confidentiality regarding their responses. The process of data screening was undertaken to ascertain the clarity and comprehensibility of survey questions, as well as to gauge survey length in relation to respondent capacity. This rigorous screening process was implemented to mitigate potential biases in the ensuing dataset.

### ***4.2 Pilot Test***

Cronbach's alpha is a measure of reliability that is used in pilot tests. The closer the value is to 1, the more reliable the test is. A pilot test was conducted in November 2021 with 50 respondents. Five respondents were screened out in Section A. The results showed that all variables had good Cronbach's alpha values. Convenience had a value of 0.717, health consciousness had a value of 0.851, trust had a value of 0.848, and fast-food consumption had a value of 0.815.

### ***4.3 Reliability Test***

The Cronbach alpha results for this study indicate that the four variables—fast-food consumption, convenience, health consciousness, and trust—are all reliable measures. The Cronbach alpha value for each variable is above 0.70, which is an acceptable level of reliability. This means that the items on each scale are measuring the same construct and that the scale is internally consistent. The highest Cronbach alpha value is for the trust variable (0.834), which suggests that this scale is the most reliable of the four. Convenience is the second highest, which would determine that Generation Y consumption is best influenced by the availability of food surrounding them. The lowest Cronbach alpha value is for the health consciousness variable (0.765), but this is still an acceptable level of reliability. These results suggest that the four scales can be used to measure the constructs of fast-food consumption, convenience, health consciousness, and trust. The scales are reliable and can be used to collect data on these constructs. The Cronbach alpha results suggest that the four scales used in the study are reliable measures of the constructs they are intended to measure. This means that the data collected

from these scales can be used with confidence. Clearly, the result shows the overall variable is valid according to Cronbach's alpha range and strength.

#### ***4.4 Demographic Profile***

The data was analyzed using SPSS version 21 to generate descriptive statistics and frequencies for all variables. According to the descriptive analysis conducted, as many as 66.0% (n = 99) respondents are between 25 and 30 years old, 21.3% (n = 32) respondents are in the range of 31 to 35 years old, and the remaining 12.7% (n = 19) of the respondents were 36 to 40 years old. Also, most respondents who answered the questionnaire were females, with a rate of 58.0% (n = 87), while males had a rate of 42.0% (n = 63). In terms of marital status, 58.0% (n = 87) of the respondents were single, while 42.0% (n = 63) of the respondents were married. Subsequently, for employment status, 42.0% (n = 63) of the respondents were students, 23.3% (n = 35) of the respondents were government employed, 21.3% (n = 32) of the respondents worked as non-government employed, 6.7% (n = 10) of the respondents were housekeepers, and the rest of 6.7% (n = 10) of the respondents were unemployed. Overall, the Cronbach alpha results suggest that the four scales used in the study are reliable measures of the constructs they are intended to measure. This means that the data collected from these scales can be used with confidence. Clearly, the result shows the overall variable is valid according to Cronbach's alpha range and strength.

#### ***4.5 Linear Regression***

A linear regression analysis was conducted to determine how well convenience, health consciousness, and trust measures predict Generation Y attitudes towards fast-food consumption. A linear relationship is assumed to exist between the dependent variable (attitudes towards fast-food consumption) and the independent variables (convenience, health consciousness, and trust). The results of the analysis are summarized below. The result (Model 1) revealed that convenience explains 78.4% ( $R^2 = .784$ ) of the variance toward fast-food consumption. Meanwhile, the regression analysis (Model 2) illustrated that health consciousness explains 36.8% ( $R^2 = .368$ ) of the factors that influenced Generation-Y attitudes toward fast-food consumption. Also, the regression analysis (Model 3) shows that trust explains 77.1% ( $R^2 = .771$ ) of the attitudes toward fast-food consumption. The standardized beta coefficients were also used in the regression analysis to explain the relative importance of the three independent variables in predicting Generation Y attitudes towards fast-food consumption. The standardized  $\beta$  coefficient for convenience is 0.886 ( $p < .001$ ), which is the highest of the three, followed by trust (0.878,  $p < .001$ ) and health consciousness (0.606,  $p < .001$ ). This indicates that convenience is the strongest predictor of Generation Y attitudes towards fast-food consumption, followed by trust and health consciousness.

#### ***4.6 Hypothesis Testing***

Pearson's correlation coefficient (r) measures the strength and direction of relationships between variables. In this research, we assess the connection between convenience, health consciousness, trust, and fast-food consumption. Results reveal positive and significant correlations, indicating that higher levels of convenience, health consciousness, and trust correspond to increased fast-food consumption. Convenience exhibits a robust positive



correlation ( $r = 0.886$ ,  $p < 0.05$ ), highlighting its significant influence on Generation Y's fast-food choices. Health consciousness also significantly correlates ( $r = 0.606$ ,  $p < 0.05$ ) with fast-food consumption, emphasizing a strong link between the two variables. Trust demonstrates a similarly strong positive correlation ( $r = 0.878$ ,  $p < 0.05$ ) with fast-food consumption, affirming its importance. These results underline the pivotal roles of convenience, health consciousness, and trust in shaping Generation Y's fast-food attitudes in Ipoh City. This study unveils novel insights into Generation Y's fast-food preferences in Ipoh City. Convenience, health consciousness, and trust emerge as significant predictors of their attitudes, supporting prior research indicating their positive associations with fast-food consumption.

## **5. DISCUSSION**

Analyses revealed significant Generation Y attitudes toward fast-food consumption, with health consciousness and trust emerging as significant predictors, supported by prior research (Ghoochani, 2018). Convenience, however, was not a significant predictor, contrary to expectations. Generation Y is drawn to fast food for its time-saving convenience, supported by Fulkerson (2018), highlighting the importance of convenience and time stress in fast food choices (H1). Despite awareness of fast food's adverse health effects, Generation Y still consumes it, as observed in studies by Musaiger (2014) and Azzurra and Paola (2009). This underscores the significance of health consciousness in influencing their fast-food choices. Trust plays a positive role, impacting Generation Y's fast-food consumption preferences. Trust in food labels, cleanliness, product quality, and technology influence their choices, aligned with findings from Tehran, Iran (Bahadoran et al., 2012). These insights carry implications for fast-food businesses in Ipoh City, emphasizing the need to consider health consciousness and trust factors in product, service, and marketing decisions. Additionally, this highlights the need for health initiatives to address Generation Y's fast-food consumption habits and tackle the obesity issue in Malaysia.

This research makes a significant contribution to the TPB by expanding the theory's conceptual framework. The first contribution to the theory is that it delves into the literature on factors influencing Generation Y attitudes toward fast-food consumption, focusing on respondents residing in Ipoh City. Since this new lifestyle norm has changed the eating patterns of Generation Y, this research will help millennials in Ipoh City consider several factors that influence their attitudes toward fast-food consumption. This will, in turn, increase their self-awareness of the pros and cons of fast-food consumption. Additionally, this research will contribute to future studies on Generation Y attitudes toward fast-food consumption in Ipoh City, with a focus on specific age groups. The findings of this study hold several practical implications for fast-food businesses and policymakers in Ipoh City. Firstly, businesses can tailor their marketing strategies to target Generation Y by emphasizing convenience, a significant driver of fast-food consumption. Advertisements and promotions highlighting quick service and easy access to products can be effective in attracting this demographic. Moreover, menu development could involve offering healthier options, aligning with the health-conscious aspect identified in the study. Introducing items with lower calorie counts, fewer preservatives, and more nutritious ingredients can cater to Generation Y's preferences.

Establishing trust is crucial for fast-food chains. To enhance trustworthiness among Generation Y consumers, restaurants can emphasize food safety, clean preparation processes, and transparent labeling. Additionally, health campaigns and initiatives can be launched to educate Generation Y about the potential health risks associated with excessive fast-food consumption. Raising awareness about the negative effects of high-calorie, high-preservative diets may encourage healthier eating habits among this demographic. To accommodate different consumer preferences, fast-food restaurants can diversify their menus to include both convenient options and healthier alternatives. Leveraging social media platforms and digital marketing channels can effectively reach Generation Y, who are digitally savvy. Engaging content that communicates trustworthiness and convenience can resonate with this demographic. Collaborating with health organizations, local communities, or influencers who promote healthy living can help fast-food chains establish a balance between convenience and health consciousness. Joint efforts can encourage Generation Y to make more informed choices. Lastly, continual market research and monitoring of Generation Y's preferences and attitudes toward fast food are crucial. Fast-food businesses should stay attuned to shifting trends and adapt their strategies accordingly. These practical implications aim to assist fast-food businesses and policymakers in Ipoh City in better understanding and responding to the factors influencing Generation Y's attitudes toward fast-food consumption, ultimately fostering healthier and more consumer-focused practices in the industry. Along with that, this research can encourage government bodies to provide support and subsidies to fast-food restaurants to offer healthier food options.

## **6. CONCLUSION**

The conclusion of the study is well-written and logically follows from the findings. The study found that there is a significant relationship between convenience, health consciousness, and trust as factors that influence Generation Y attitudes towards fast-food consumption in Ipoh City. This suggests that Generation Y is more likely to consume fast food, even though they are aware of the harmful effects of fast food. Hence, there is a need to address these issues to ensure that society is not easily influenced by consumer attitudes towards fast-food consumption. Consequently, the findings of this study should open the minds of the public and the government to consumer education regarding fast food and health issues. This can be done by providing information about the harmful effects of fast food and the importance of eating healthy. It is also important to promote healthy eating habits and provide access to healthy food options. The study found some significant insights, but it also had some limitations. The first limitation was that the study had to use an online survey to collect data due to the social distancing guidelines in place during the pandemic. This made it difficult to get a representative sample of respondents, and it also took longer to collect enough data. Future research on this topic should be conducted in a non-pandemic setting so that the researchers can collect more reliable data. This will allow them to compare their findings to the results of this study and to get a better understanding of the factors that influence Generation Y attitudes towards fast-food consumption. The study also has another limitation. The quantitative approach used in the study limited the collection of information. The findings of the study were only based on the answer and question options that were created by the researcher. This resulted in some phenomena not being able to be measured by numbers. For this reason, a qualitative or mixed-method approach could be used in future research to provide more specific information on the construct

examined. A qualitative approach would allow the researchers to collect data through interviews and focus groups, which would give them a more in-depth understanding of the factors that influence Generation Y attitudes towards fast-food consumption. A mixed-methods approach would combine the quantitative and qualitative approaches, which would give the researchers the best of both approaches. Finally, this study may not be generalizable to other generations or regions of the country. Future research should expand the data collection by focusing on other generations and regions of the country. This will allow the researchers to get a better understanding of how attitudes towards fast food consumption vary across different generations and regions.

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## **AUTHORS' CONTRIBUTION**

AND contributed the main idea and proceeded with the research, conducted experiments, data collection and analyzed data. They also drafted the initial manuscript. EMAR contributed to the study design, methods of analysis, and theoretical framework. They provided critical input during the manuscript's drafting and revision. NFMK assisted in statistical analyses and contributed to the interpretation of results. They played a significant role in revising the manuscript. ARAB Oversaw the research project, provided guidance, and reviewed the manuscript. WSNA offered her expertise in the literature review and played a role in shaping the research's conceptual framework. Additionally, they made contributions to revising the manuscript. Every author has reviewed and endorsed the manuscript.

## **CONFLICT OF INTEREST**

None declared.

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## AUTHOR BIOGRAPHIES

**Amy Nurnajwa Puhad (B.Sc.)** was awarded Bachelor of Science (Hons) in Culinary Arts Management from Universiti Teknologi MARA, Cawangan Pulau Pinang in 2022. She received the Best Research and Presenter Award at the 17th Hospitality and Tourism Undergraduate Project. Her research interests encompass fast-food consumption, attitude surveys, consumer and millennials.

**Elyssa Maisara Ahmad Russlin (Mphil., B.Sc.)** is a dedicated pastry arts lecturer at UiTM Permatang Pauh. She holds a Bachelor's degree in Culinary and Food Service Management, and a Master's in Philosophy (Food Studies). Elyssa's research centres on the sociological aspects of food behaviour, dining out practices, and the theory of symbolic interactionism. Her modest approach to culinary and academic endeavours reflects her passion for learning and sharing knowledge.

**Nor Farawahidah Mohd Khamis (M.Sc., B.Sc.)** is currently serving as a lecturer in the Department of Culinary and Gastronomy Management, Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang, Malaysia. She obtained her Master's Degree in Gastronomy at Universiti Teknologi MARA, Shah Alam.

**Ahmad Redhuan Abu Bakar (M.Sc., B.Sc.)** is a Lecturer at Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang. Master holder majoring in gastronomy and culinary arts. He has 10 years' experience in various hospitality, food and beverage industry and airline catering. His research interest is focusing on gastronomy, halal management and in-flight catering operation.

**Wan Siti Nor Azma Ab. Aziz (M.Sc., B.Sc.)** is a Culinary Arts lecturer of Faculty Hotel and Tourism Management at the Universiti Teknologi MARA Cawangan Pulau Pinang. She holds a Master in Food Safety and Quality Assurance from University Putra Malaysia. Currently, her research interest includes Gastronomy, Marketing, Sociology and Halal. She has experience in handling HACCP, GMP, GHP, MeSTI and Halal requirements as an Internal Auditor in Industrial Food and Beverage. She is also a former part-time Food Technologist at Food Safety and Quality Department, Ministry of Health, Kota Bharu, Kelantan.