

Factors Influencing Fast Food Consumption: A Case Study of Suburban Residents, Malaysia

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Abstract

The fast-food sector has expanded all over the world, not only in cities but also in suburbs. Many fast food restaurants are likely to open new locations, especially those in suburban areas. Individual habits appear to influence the elements that contribute to fast food intake. This study intends to discover whether the suburban environment influences an individual's consumption intention, as well as to identify the components that contribute to fast food consumption and to assess the function of advertising. Suburban areas have a lot of potential to contribute to the rapid expansion of the fast-food business. Unfortunately, there has been a shortage of research that investigates the elements that influence suburban inhabitants to consume fast food; the theory of planned behavior (TPB) was employed as a foundation for this study. The data obtained were analysed using SPSS v26 which involves frequency analysis, descriptive analysis, reliability analysis, Pearson correlation, and moderating analysis. The analysis performed on 126 respondents' data collected in Kemaman, Terengganu through questionnaires tests the conceptual

hypotheses. The study's findings may be of some assistance to the industry and have added significant data that other studies can use. Furthermore, by including a new role in TPB, advertisement, this work may provide a new body of knowledge.

Keywords:

Factors Influences, Attitude, Subjective Norms, Perceived Behavioral Control, Advertisement, Intention, Fast Food, Suburban.

1 Introduction

The fast food business has been steadily entering the global market over the last decade. Fast food nowadays has become a trend and norm in an individual's daily lifestyle. Accordings to Seo, Lee & Nam (2011) and Berkowitz, Marquart, Mykerezi, Degeneffe, & Reicks, (2016) many factors contribute to the intention of an individual's food consumption in the restaurant, including fast food, which could be either the environmental impact or individual's motivation. When dining at a restaurant, the most important factor is the food quality (Majid, Zahari, & Yusoff, 2016, Bashir et al 2022) which is followed by the dining environment (Horng, & Hsu, 2020) and the seating order fairness or services (Sulek & Hensley, 2004). However, depending on the residential location, these elements have been found to have various intents, such as the objectives of urban, suburban, and rural people.

Abd Majid et al (2022) and Chirisa, Mutambisi, Chivenge, Mabaso, Matamanda, & Ncube, (2022) postulated that the people who lived in suburban or rural areas are more concerned about healthy diets compared to urban people. Urban people generally have lower walking time to the fast food restaurant as compared to suburban people as the accessibility for the suburban people to go to fast food outlets will take more time compared to urban people (Hearst, Pasch, & Laska, 2012; Islam, & Ullah, 2010; Liu, Widener, Burgoine, & Hammond, 2020). Suburban areas would have a good potential in contributing to the rising growth of fast food economy in this industry (Tan, 2017; World Health Organization, 2019). The factors of purchasing fast food among suburban people have to be a focal point in order to understand the intention of purchasing fast food. One of the problems is that sometimes classified urbanity population density can interfere with the cultural or social demographic variables, and thus it conceals overemphasized variables across urban, suburban, and rural areas (Allender, Foster, Hutchinson, & Arambepola, 2008; Stanislav & Chin, 2019).

Furthermore, the application of the Theory Planned Behaviour (Ajzen, 1991) is one of the most used and recognized models on the relationship of belief - behavior in the literature of health (Ajzen & Fishbein, 2004). Wong and Kothe (2013) agreed that more research is needed to account for the other major antecedents of behavioral intentions, according to the authors. In terms of purpose, advertising plays a variety of functions and has a variety of effects on a person's behavior. Advertising has a huge influence on consumer or individual mindsets since its visibility is significantly greater to the wider populace (Katke, 2007; Schudson, 2013; Song, Zhao & Zhang, 2019). Regarding to the notion mentioned, this study was aims to determine whether environment of suburban

areas affects the individual intention toward fast food consumption and determine the most influence factors of attitude, subjective norms and perceived behavioral control toward the intention of fast food consumption among suburban residents. In addition, this study also intended to investigate the role of advertisement on the factors influenced toward the intention of fast food consumption.

2 Literature Review

2.1 Intention

Ajzen (1991) contended that motives provide the intention to illustrate the degree of individuals as to act in a particular way and how much work they put into the behaviour. Pérez-Villarreal, Martínez-Ruiz & Izquierdo-Yusta (2019) highlighted the necessity of studying the factors involved in the buying choice process to determine the intention to acquire functional items. As long as individuals are in a state of appropriateness and awareness of the problem, general attitudes about items have a direct influence on the purchase intention (Jahn, Tsalis, & L'hteenm-ki, 2019). Based on TPB theory, intention to conduct a behaviour with following three concepts is controlled: 1. Attitudes (positive and negative evaluation of a behaviour), 2. Subjective norms (social pressure received from peers, family, health care providers for doing or not doing a given health behaviour), and 3. Perceived behaviour control (This refers to a person's perception of the ease or difficulty of performing the behaviour of interest) (Ajzen & Fishbein, 1975; Didarloo et al., 2022).

2.2 Attitude

Attitude that been developed throughout the first phase is formed in the consumer's purchasing choice process and directly affects the purchase behaviour (Wu, 2003; Garg, Wansink & Inman 2007). Zhong and Moon (2020) postulated that happiness from the perceived quality dimension which is food, services and physical environment quality could positively influence loyalty. Attitude has a significant relationship with purchase intentions as proven by Zhang, Jing, Bai, Shao, Feng and Ying (2018).

2.3 Subjective Norms

Ajzen (1991) describes the second factor, subjective norms, as the public impact felt by an individual person's experience in deciding whether or not to engage in a certain activity. Scholars like Ajzen & Fishbein (2005), and Ishoy (2016) contended that, subjective norms are the social pressure that a person believes to engage in a certain behaviour and they can originate from the individuals such as family and friends as well as other groups of the member such as teammates. Subjective norm is a perceived cultural standard in which a person is encouraged to participate in a certain activity by a specific individual, such as friends or family members, or by a community, such as sports teams or college campuses (Ajzen & Fishbein, 2004; Nejati, Salamzadeh & Salamzadeh, 2011; Minton, Spielmann, Kahle, & Kim, 2018). Basri, Ahmad, Anuar and Ismail (2016) mentioned that positive or negative verbal communication between

groups such as family is more effective in influencing an individual's decision making. When teens spend more time with friends, the ability to affect peers' norms and habits is improved (Haye, Robins, Mohr & Wilson 2010; Park & Yang, 2012). It was observed that peers affect the intake of fast food and high-fat food among teens (Monge-Rojas, Nunez, Garita, & Chen-Mok, 2002; Patterson, Risby, & Chan, 2012; Al Faris, Al-Tamimi, Al-Jobair, & Al-Shwaiyat, 2015; Harris, Yokum, & Fleming-Milici, 2021).

2.4 Perceived Behavior Control

Perceived behavioural control refers to a person's belief in their ability to perform an action (self-efficacy) and the degree of controllability (control) associated with the behaviour (Fudge, 2013). As for the third factor which is perceived behavioural influence, Lam & Hsu (2006) and Boguszewicz-Kreft, Kuczamer-Kłopotowska, Kozłowski, Ayci, & Abuhashesh, (2020) stated that TPB presumes a person would act in a certain way if the person is persuaded of a particular and advantageous outcome, if a person connected to them understands and supports the behaviour, and if they are confident that they have the means, expertise, and opportunities to perform a certain behaviour.

2.5 Advertising - Moderator

Jovanovic et al. (2016) contended that advertising appeals as a part of an innovative campaign that may be used as a justification for a certain advertised message to draw potential customers' attention by effectively impacting their perception, perceptions, and attitude towards the advertised product, and ultimately, the desire to buy. The option of an acceptable message is among the most critical choices for an innovative advertisement plan (Sharma & Singh, 2006; Kotter, 2017; Blakeman, 2018). Marketing appeals, which advertisers use to affect the way the customers view goods and persuade them that they are valuable, are the central part of an innovative advertisement campaign that contributes to the purchasing buying behaviour (Zhang, Ko & Taylor, 2010; Keller, & Fay, 2012; Pütter, 2017). Raza, Bakar and Mohamad (2018) stated that it is also often used as the primary purpose of advertising as it is tempted to appeal to the targeted demographics and advertisers by using many marketing forms which vary from television ads to advertisements like billboards, as it is meant for suitable appeals.

2.6 The Relationship between Factors Influenced and Intention of Fast Food Consumption

According to the Fudge (2013), the theory of planned behaviour is used to demonstrated how behaviour among the different populations can be explained by this theory. Therefore, it is conjecture that factors influence through its attributes namely attitude, subjective norms and perceived behavioural control could give a significant impact on fast food intention. In relation to this, one main and three sub-hypotheses are proposed:

- H1: There is a relationship between factors influenced and intention of fast food consumption.

- H1a: There is a relationship between attitude and intention of fast food consumption.
- H1b: There is a relationship between subjective norms and intention of fast food consumption.
- H1c: There is a relationship between perceived behavioral control and intention of fast food consumption.

2.7 The Moderating Effect Of Advertisement Toward The Relationship Between Factors Influence And Intention Of Fast Food Consumption

Advertising plays an important role in influencing, informing and selecting both potential and existing customers that resulting in a good intention. By shaping delusions and desires that assist individuals in making conscious behavioral decisions, advertising contributes to a significant and visible change in intention behavior (Razaet al., 2018). Thus, the arguments clearly indicate that besides other important factors, advertisement contributes to the intention of fast food consumption in some way. With that, one main and three sub-hypotheses are projected:

- H2: The advertisement moderates the relationship between factors influence and intention of fast food consumption.
 - H2a: The advertisement moderates the relationship between attitude and intention of fast food consumption.
 - H2b: The advertisement moderates the relationship between subjective norms and intention of fast food consumption.
 - H2c: The advertisement moderates the relationship between perceived behavioral control and intention of fast food consumption.

Based on all the above-mentioned justifications, figure 1 depicts all the study's hypothesized and tested relationships.

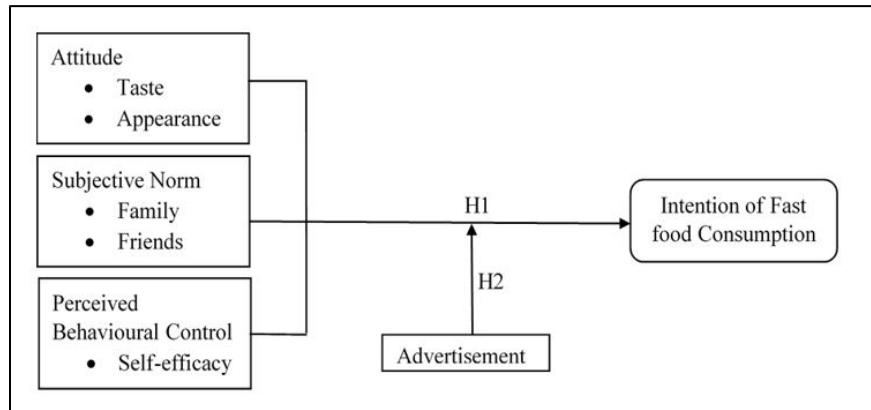


Figure 1: Research Framework (developed by the authors for the current study)

3 Methodology

3.1 The Sample

This study was applied the cross-sectional study where the data are gathered just once. Thus, since it involved many populations, the quantitative method was applied. To study the intention of fast-food consumption among suburban, this study has taken place among suburban located in Terengganu, Malaysia. The suitable sample size for this study according to G-power generalized scientific guideline for sample size decision is 119 samples based on the indicator. To meet the requirement, a total of 126 respondents from Kemaman Terengganu have participated in this study as a representative for the suburban community.

3.2 Measures

There were four main sections being constructed and the questions address the analysis of the objective and the aspect of the study structure generated for each section. It is divided into three (3) parts which are parts A, B and C. In part A, it is on the demographic information, which included gender, marital status, age group, employment status, allowance or salaries and also a few screening questions. As in part B, four (4) independent variables are constructed in the measurement of study according to each dimension of the research framework, which are attitude (taste and appearances), subjective norm (family and friends) and perceived behavioral control (self-efficacy). Part C was on the moderating variables (advertisement) toward the independent and dependent variables. In the last part, which is part D, it is constructed according to the last variable, which is the dependent variable of the intention of fast food consumption. In attempt to acquire the details needed by using the five-point Likert scale ranging from one (1) with 'strongly disagree' to five (5) with 'strongly agree', the respondents are required to answer the questions related to each component.

4 Findings

4.1 Demographic Profile

Table 1 shows the frequency statistic of the respondent's demographic profile based on the respondents' backgrounds.

Table 1: Respondents' Demographic Profile

Characteristic	<i>n</i>	%
Gender		
Male	38	30.2
Female	88	69.8
Marital Status		
Single	80	63.5
Married	45	35.7
Others	1	0.8
Age		
Below 20 years	24	19.0
21-30 years	63	50.0
31-40 years	21	16.7
41-50 years	12	9.5
51 years and above	6	4.8
Frequency of visit fast food		
1-3 times per week	99	78.6
4-7 times per week	20	15.9
8-10 times per week	5	4.0
10 times per week and below	2	1.6
Distance between respondents' residential area and fast food outlet		
2.5-3.5 km	40	31.7
3.6-4.5 km	25	19.8
4.6-5.5 km	19	15.1
5.5 km and above	42	33.3

Note: No. of respondents = 126

The result illustrates the total of 126 were successfully collected that consists of 69.8% (n=88) of female respondents and 30.2% (n=38) of male respondents. As for the subsequent frequency analysis, the result revealed that the highest proportion for the marital status was single which represented 63.5% (n=80) from the total of respondents. In addition, majority of the respondents are between 21 to 30 years old (50%; n=63). As for the visited frequency of the fast food outlets, it is shows that mostly the respondents were going to visit the fast food outlet 1 to 3 times per week (78.6%; n=99). Despite

these, most of the fast food outlet were located 5.5km and above away from the respondent's resident area (33.3%; n=42).

4.2 Reliability Analysis

Cronbach's alpha has been used in this study as a common measure of the internal consistency which is for the reliability analysis. The reliability analysis is most typically used when a questionnaire contains many Likert scale questions that create a scale and if the researcher wants to ensure that the scale is dependable. The table 2 below exhibit the rules of Cronbach-Alpha value.

Table 2: Rules of Cronbach-Alpha value

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

By looking at the tables above, the alpha coefficient value for the independent variables which are attitude, subjective norms and perceived behavioral control produces the alpha coefficient value range from 0.826 to 0.903. Specifically, the attitude produced around 0.826 of the alpha coefficient value while 0.903 value for subjective norms and 0.843 for perceived behavioral control. On advertisement as the moderating variable for this study, the reliability test result generates around 0.926 of the alpha coefficient value. In fact, the value of the Cronbach's Alpha for the dependent variable of the intention of fast food consumption represent 0.954 values. According to the rule of thumb, all these values which were above 0.7 are considered acceptable to pursue with further analysis.

Table 3: Reliability Analysis

Items	Cronbach's Alpha	N of Items
Attitude	.826	7
Subjective norms	.903	7
Perceived behavioural control	.843	5
Advertisement	.926	10
Intention of fast-food consumption	.954	15

4.3 Pearson Correlation Analysis

According to Pallant (2016), correlation analysis may be used to determine the magnitude and direction of a linear relationship between two variables. To determine the inter-correlations between the research constructs, the Pearson Correlation Matrix was utilized.

Table 4: Pearson Correlation Matrix for Factors Influenced (Attitude, Subjective Norms and Perceived Behavioral Control) and Intention of Fast Food Consumption

Constructs		Intention of FFC
Factors influenced	Pearson Correlation	.855**
	Sig. (2-tailed)	.000
	N	126

Note: **. Correlation is significant at the 0.01 level (2-tailed).

As seen in the table above, the correlation between factors influenced and intention of fast food consumption was statistically significant, demonstrating a very strong positive relationship between factors influenced and intention of fast food consumption ($r = .855$).

Table 5: Pearson Correlation Matrix for Attitude, Subjective Norms and Perceived Behavioral Control and Intention of Fast Food Consumption

Constructs		Intention of FFC
Attitude	Pearson Correlation	.748**
	Sig. (2-tailed)	.000
	N	126
Subjective Norms	Pearson Correlation	.810**
	Sig. (2-tailed)	.000
	N	126
Perceived Behavioral Control	Pearson Correlation	.779**
	Sig. (2-tailed)	.000
	N	126

Factors Influences toward Intention of Fast Food Consumption

Note: **. Correlation is significant at the 0.01 level (2-tailed).

The correlations between attitude, subjective norms, and perceived behavioral control toward fast food intake intention are all statistically significant, indicating strong positive relationship between them, as seen in the table above (Attitude, $r = .748$; Subjective Norms, $r = .810$; Perceived behavioral control, $r = .776$).

4.4 Moderating Analysis

The Table 6 below shows the moderating analysis to examine the effect of advertisement on the relationship of factors influenced and intention of fast food consumption. By referring to the significant F change, the value must be below than 0.5

to indicated that the moderator role affects the relationship the independent variables and dependent variable.

Table 6: Moderating Analysis of Advertisement toward the Relationship of Factors Influenced (Attitude, Subjective Norms and Perceived Behavioral Control) and Intention of Fast Food Consumption

Constructs		Model 1	Model 2
Attitude	Sig. F	.000	.000
	Sig. F Change	.000	.016
Subjective Norms	Sig. F	.000	.000
	Sig. F Change	.000	.159
Perceived Behavioral Control	Sig. F	.000	.000
	Sig. F Change	.000	.009

The result indicated that advertisement moderate the relationship between attitude and intention of fast food consumption (sig. F change, 0.016) and moderate the relationship between perceived behavioral control and intention of fast food consumption (sig. F change, 0.009). However, the result revealed that advertisement does not moderate the relationship between the subjective norms and intention of fast food consumption (sig. F change, 0.159).

5 Conclusion

In terms of conclusions, the outcomes of this study demonstrated a substantial association between the study's independent and dependent variables. According to the findings, fast food consumption intentions are influenced by attitude, subjective norms, and perceived behavioural control. Furthermore, advertisement appears to have altered the connection between the independent variables and the dependent variable, which eliminated the subjective norms. Previous research has found that the environment advantage of advertisement is highly associated to purchasing intention (Jäger & Weber, 2020).

In accordance with the above premise, attitudes such as taste, appearance, and restaurant atmosphere impact the intention of suburban inhabitants to consume fast food (Zhong & Moon, 2020; Xiao, Yang & Iqbal, 2018). To persuade them, the factors of good food quality and the environment should be emphasized to entice clients to consume fast food. In terms of influencing the moderator, the advertisement appears to have an impact on the link between attitude and intention of fast food intake.

Furthermore, the findings demonstrated that subjective norms have a substantial association with the intention to consume fast food. Suburban inhabitants, in particular, are more impacted by their peers than by their families. Suburban residents, on the other hand, denied that their family had pushed them to consume fast food. The current study also displayed results that contradicted the findings of this study (Abdul, 2021;

Fudge, 2013). This conclusion demonstrated that different study settings, such as urban and suburban populations, or age groups, had varied intentions about norms, environment pressure, and fast food intake. The results of the moderator roles likewise demonstrate a contrast with the other two variables (attitude and perceived behavior control), indicating that advertisement does not moderate the association between subjective norms and fast-food intake intention.

Additionally, as for the third independent variable, it demonstrates that perceived behavioural control has a substantial link with the intention to consume fast food. It demonstrates that the environmental aspect of the distance between the fast food business and the suburban residential area is not an impediment to them eating fast food. The majority of suburban residents stated that they still consumed fast food even if the fast food restaurant was distance from their home and also if there were less fast food restaurants available. This demonstrates that other factors will have a greater impact on them than the distance and availability of the fast food business.

In a summary, the influencing elements have a high association with the intention of consumption among suburban residents, fast food organizations should consider and focus on the quality of food and environment, as well as external aspects such as advertisement quality. This would assist the fast food organization in exploring more gaps in the elements impacting the consumers' intention of fast food consumption, as there were disparities in the consumers' preferences owing to diverse backgrounds or environments.

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