

## FACTORS THAT INFLUENCE MALAYSIAN TEENAGERS' FAST-FOOD PURCHASE INTENTION

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### ABSTRACT

*The study aims to ascertain the factors that influence Malaysian teenagers' fast-food purchase intention. The theory used in the study is the Theory of Planned Behaviour followed by the dependent variable for this study is the intention of teenagers to buy fast food and independent variables for this study are convenience, food and service quality, brand quality, and restaurant environment to achieve study's objectives. A website-based questionnaire study was conducted in Malaysia and a total of 30 respondents were collected. The respondents were chosen using non-probability sampling. Statistical Package for Social Science (SPSS) v27 was used to analyse the data for this research. The evaluation of the data for this research was based on factor analysis, reliability analysis, descriptive analysis, and regression analysis. Malaysian teenagers were found to stress more on the convenience aspect in forming their attitude as well as brand quality, restaurant environment and food and service quality to form purchase intention. The three factors that are significant in determining the changes in teenagers' purchase intentions of fast food are convenience, food and service quality and brand quality, making the restaurant environment is not a significant factor. The findings help fast-food marketing practitioners and the government is planning for more effective social marketing strategies to promote a healthy diet among Malaysian teenagers.*

## PROBLEM STATEMENT

Fast food is known to be a popular selection, convenient for consumers, scrumptious, and cost reasons. Any food that can be served and prepared quickly can be considered fast food. Goyal and Singh (2007) announced that fast food is the fastest arising food category in the world. Numerous researches in the past have shown that an excessively positive attitude and intentions towards fast food contribute to obesity. The fast-food industries in Malaysia have been growing over the years, Malaysians are extremely attached to fast food despite acknowledging that fast foods are unhealthy. In the face of rising adolescent obesity, the purpose of this research is to investigate attitudinal and behavioural reasons behind adolescents' problematic food choices. It stresses the factors affecting the purchase intentions of teenagers towards fast food industries.

In 2020, the amount of people in Malaysia is around 32.65 million. The number of teenagers in this big data is around 5.1 million. (PopulationPyramid.net, 2020). A teenager is a person aged between 13 and 19 years old. That means most of them are still in the studying stage. Teenagers would like to eat fast food because most of the taste for fast food is more liked by teenagers.

Teenagers probably are the biggest customer of fast-food restaurants nowadays. Not only that but fast-food restaurants can also be found easily everywhere in Malaysia. The reason why teenagers nowadays prefer to buy fast food is that fast food is very convenient for them. This is because most teenagers do not have time to cook for themselves and some of them don't even know how to cook. In this situation, fast food has become the first choice for teenagers when they want to take a meal. Furthermore, fast food is more delicious than a normal meal. Most of the teenagers reveal that they are willing to eat fast food because fast food is more delicious than normal food.

Besides that, fast food is cheaper compared to fine dining restaurants. Thus, the cheaper price attracted a lot of teenagers to visit fast-food restaurants.

Malaysian teenagers began to like fast-food as early as 2000. Since 2000, influenced by the fast-food culture of Western countries, a large number of fast-food restaurants have entered the Malaysian market. For example, the most popular fast-food restaurant in Malaysia is KFC, and this fast-food restaurant reached a total of 295 branches in Malaysia in 2009. However, in 2015, it reached a staggering 590 branches with a growth rate of 100%. This data shows that the speed of the fast-food industry in our country is surprising. Fast food is very convenient for teenagers. In most cases, teenagers are more hungry than most adults because their metabolism is faster and they always crave good, cheap, and convenient things. Fast-food restaurants seem to be their solution to the hunger problem. Because fast-food restaurants are densely distributed in various cities across the country, this makes it easy for teenagers to find and buy fast food. To solve this issue, we must understand in detail what causes today's teenagers to eat fast food instead of a nutritious main meal.

## RESEARCH QUESTION

The overall research question is as follows:  
What are the factors that influence the intention of teenagers to buy fast food in Malaysia?

The specific research question is:

1. Does convenience is the factor that influences the intention of teenagers to buy fast food in Malaysia?
2. Does food and service quality are the actor that influences the intention of teenagers to buy fast food in Malaysia?
3. Does brand quality is the factor that influences the intention of teenagers to buy fast food in Malaysia?

4. Does the restaurant environment is the factor that influences the intention of teenagers to buy fast food in Malaysia?

## **RESEARCH OBJECTIVE**

The overall research objective is to determine the factors that influence the intention of teenagers to buy fast food in Malaysia.

The specific research objective is

1. To determine whether convenience is the factor that influences the intention of teenagers to buy fast food in Malaysia.
2. To identify whether food and service quality is the factor that influences the intention of teenagers to buy fast food in Malaysia.
3. To estimate whether the brand quality is the factor that influences the intention of teenagers to buy fast food in Malaysia.
4. To analyse whether the restaurant environment is the factor that influences the intention of teenagers to buy fast food in Malaysia.

## **LITERATURE REVIEW**

### ***Underlying theory***

The Theory of planned behaviour for this research. The theory of planned behaviour is a hypothesis that states that behaviour intents are instantaneously determined by behaviour intentions and that under specific circumstances, this theory is to understand and predict behaviour. (Kan & Fabrigar, 2017). According to Hyun-sun Seo et al. (2011), they conducted a study to investigate the fast-food consumption status among middle school students and explored factors influencing fast-food consumption in Seoul by applying the Theory of Planned Behaviour and they showed that taste, store environment, familiarity, and saltiness have a strong relationship between intention to buy fast-food.

In 2010, Nazrul Islam and Shafayet Ullah (2010) conducted a study in Bangladesh to explore and construct a customer behavioural profile for fast-food choices. As a consequence of this study's findings, brand reputation is the most important element influencing university students to purchase fast food, while self-service is the least important one. Following that, there are nine factors associated with university students: purchasing fast food has a 29 per cent impact on fast-food providing energy to the respondent, an 18.5 per cent impact on fast-food is good for lifestyle, and a 9.3 per cent impact on people who prefer fast-food while they are away from home.

After that, in 2011 Hossein Nezakati et al. (2011) researched Malaysia to investigate how consumer loyalty to favoured fast-food businesses influences respondents' attitudes. As a consequence, the Pearson correlation shows that the stronger the independent variable, the greater the customer loyalty to the favoured fast food. In this example, the study findings indicate that three criteria, namely product quality, customer happiness, and brand trust, have a greater substantial positive influence on consumer loyalty to the favourite fast-food business. These three variables have a significance value of 0.05, indicating that Malaysian customers are worried about the quality of fast-food businesses. They will examine the quality requirements of fast-food restaurants to remain loyal to fast-food restaurants. They will be loyal to that restaurant if the quality of the fast food matches their expectations. According to the data analysis, there was a substantial positive association between customer satisfaction and customer loyalty.

In 2016, Deivanai (2016) researched to explore customer behaviour toward fast-food goods in the Madurai area to analyse their circumstances, which led to the current study. As a consequence, the study's findings indicate that the exterior environment is the most influential element, while service quality is

the least influential component in influencing consumers to buy fast food in Madurai District. We also know that employee cooperation and flavour have less of an influence on client satisfaction. Following that, Hesamedin Askari Majabadi et al. (2016) conducted a study to determine adolescents' attitudes toward factors that positively or negatively affect fast-food consumption and to pinpoint the factors influencing fast-food consumption among adolescents in Tehran. The findings indicate that the number of variables supporting fast-food consumption appeared to be greater than the number of variables preventing fast-food consumption and that a variety of factors at the individual and societal levels affected fast-food consumption among teenagers. Taste, atmosphere, diversity compared to home-cooked meals, price, and entertainment are all factors that impact fast-food consumption. Concerns about health risks, dissatisfaction with the products used, and teen body image, and obesity are all factors that discourage fast-food eating. After that, Anh Phan and Phuong Hoang Mai (2016) conducted a study to evaluate the variables influencing Vietnamese students' meal choices and the pattern of fast-food consumption among university students. According to the study's findings, purchasing intent (PI) shows a positive linear association with value perceived (VP), price (P), health awareness (HC), and food safety (FS). The greatest Pearson correlation among pairings of PI with each variable is between FS and PI, with a coefficient  $r = 0.646$ . P and PI, VP and PI, and HC and PI are the names of the individuals. The Coefficients table also provides imperative knowledge on predicting PI based on VP, P, HC, and FS. FS has the highest effect on the PI. On the other hand, HC has the lowest coefficient value but there is no evidence to prove HC and PI have a statistically significant relationship. In addition, Che Mat et al. (2016), did a study to determine the Profiling of Malaysian Young Consumers Towards Fast-food Consumption. As a consequence, when it came to the price issue, respondents (12.1 per cent) strongly agreed that the price provided would influence

their decision-making. We also discovered that, when it came to the cleanliness element, the majority of respondents (54.4 per cent) were unconcerned about how fast-food restaurant hygiene affects them. In terms of freshness, the majority of respondents (43.7%) were unconcerned, suggesting that they prefer to buy fast food because it is fresh. The statement in the suits with taste element elicited ambivalence from the majority of responders (34.9 per cent). The majority of responders (38.1 per cent) were unsure about halal status. In terms of the healthy component, 36.3 per cent of those polled were unsure. When it comes to the rapid service component, the majority of respondents (40%) agreed that the speed of service influences their decision to eat fast food. On the geography aspect, 16.7 per cent and 33.5 per cent of respondents strongly agree and agree, respectively.

In 2019, Bharat Rai and MPhil Rajshree Rawal (2019) researched in Kathmandu Valley to determine the link between price, flavour, ambience, and location, which are independent factors, and customer choice, which is a dependent variable. The study's findings show that taste on consumer preference dominates what customers buy, and the price has little impact on what they buy. Furthermore, some even researched to determine the elements that influence teens' purchasing intentions to purchase fast food in Nilai, Malaysia. As a result, the findings indicate a positive relationship between food quality and purchase intention among teenagers in Nilai, Malaysia. The findings also show a negative association between the restaurant atmosphere and purchase intention among Nilai Malaysian youths. Not only is there a negative association between service quality and purchase intention among teens in Nilai Malaysia. As a result, there is a strong correlation between price and purchase intent.

Some researchers attempt to evaluate the elements influencing consumer satisfaction in the Johor Bahru fast-food

business. The findings indicate that, when compared to other characteristics such as pricing, service quality, and food quality, the physical environment has the greatest influence on consumer satisfaction in Johor Bahru fast-food restaurants. There are four hypotheses proposed, implying that there was a positive association between customer satisfaction and meal quality, pricing, physical surroundings, and service quality. Following that Alao et al. (2020) researched to investigate the characteristics that influence fast-food restaurant consumers' repeat visits in southern Nigeria. The study revealed that meal quality, restaurant location and accessibility, a safe atmosphere, affordability, and restaurant reputation and credibility are the characteristics that enhance repeat consumption of fast-food restaurants in southern Nigeria. Customers are more likely to examine, highlight, and record the reputation of specific restaurants, rather than being drawn in by the restaurant's brand name. Therefore, fast-food restaurants should strive to provide quality food at considerable prices. They should also consider the convenience and safety of arrival when

locating fast-food restaurants, and at the same time ensure that the restaurant maintains a good reputation and trustworthiness.

In conclusion, researchers in this study used the Theory of Planned Behaviour in identifying the factors that influence the intention of teenagers to buy fast food in Malaysia. This is because researchers want to find out what factors will form the purchase intention for teenagers to buy fast food in Malaysia. The dependent variable is the intention of teenagers to buy fast-food and the independent variables for this study are convenience, food and service quality, brand quality, and restaurant environment to achieve the study's objectives.

### RESEARCH FRAMEWORK

Figure 1 shows the theoretical research framework in this study. Hence, the dependent variable is the intention to buy fast food is positioned on the right side and the independent variables are positioned on the left side which are convenience, Food and Service Quality, Brand Quality and Environment

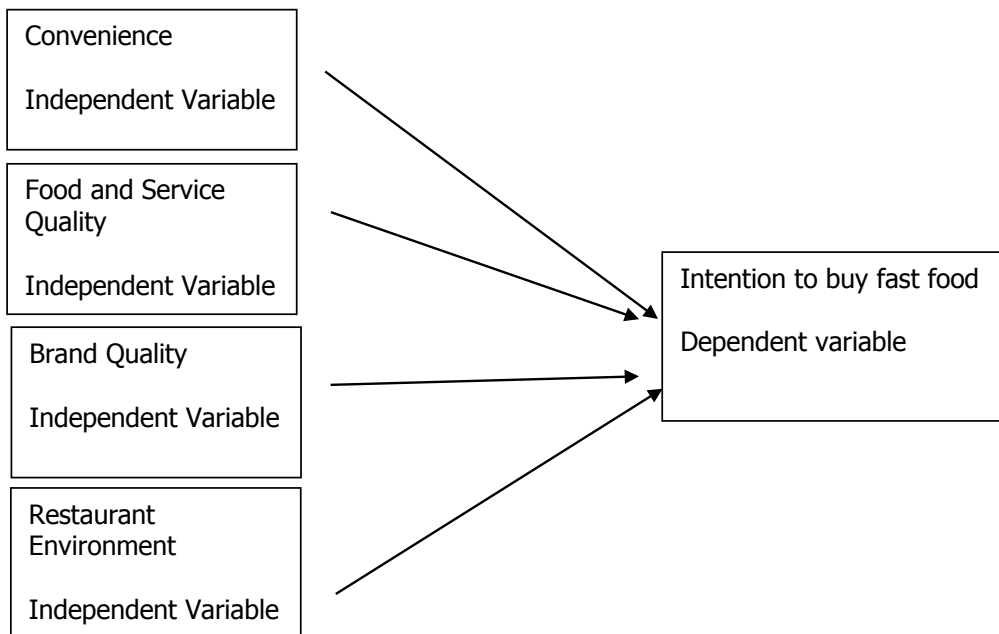


Figure 1 The research framework

## RESEARCH DESIGN

The element in this study design is samples, data collection, and instrument. For the sample, we included the type of sample and the ways to calculate the sample size. After that, we will use two data which are primary and secondary data for our data collection. The last part is the instrument and will talk about our questionnaire. This study will be using a quantitative method to test the hypothesis developed.

### Sample

The research instrument of this study is in the form of a questionnaire. The research was conducted online where the targeted population of this study was teenagers. The chosen population consisted of those who have had experiences with patronizing fast-food outlets in Malaysia. There are four variables to be measured, which came from the independent variables. The sampling technique used in this study was convenience sampling. Convenience sampling is used because we collected data through a pool of respondents that were within our reach and willing to be a part of our research sample. Convenience sampling is also the easiest way to observe the habits, opinions and viewpoints of others. Furthermore, we are using the rule of thumb to calculate our sample size.

### Data Collection

This study applied primary data and secondary data. The primary data for it was gathered through the distribution of questionnaires in the form of Google forms. Google forms allowed us to customize our questions and spread the word easily through an URL link which was then posted in multiple study group servers on Discord. Google forms automatically save the data collected and we only had to use the Statistical Package for Social Science (SPSS) v27 to process and analyze the results of the data obtained. Secondary data that is relevant to this study.

## Instrument

This study gathered data from 30 Malaysian teenagers, which contributed a response rate of 95 per cent since 35 questionnaires were distributed. We limited our respondents to the age of 10 to 19 but we were very liberal on every other aspect in the demographic section such as ethnics, level of education, and occupation.

In part A we have our demographic section A which are gender, age, ethnic. Education level and occupation. For section b is a pattern of the respondents which do you like to eat fast food, how frequently do you eat fast food per week, which brand of fast food do you prefer, and which type/kind of fast food do you prefer. Furthermore, do you like to eat fast-food will be the question for the dependent variable? In part B we used the Likert scale to ask our independent variables, which are convenience, brand quality, restaurant environment, food and service. The Likert scale ranges from 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree) to 5 (strongly agree). Below is the questions asked for each independent variable chosen in the study.

### Convenience

No.	Question
1	I can save more time when dining in fast-food restaurants
2	I have easier access to fast-food restaurants
3	I believe that most fast-food restaurants provide food delivery services
4	I believe that fast-food restaurant menus are simple and available 24/7

### Brand Quality

No.	Question
1	I believe that most fast-food companies have a high reputation
2	I believe that most fast-food companies have large market shares compared with their competitors
3	I believe that most fast-food companies maintain a good image
4	I believe that most fast-food companies have established a global brand

### Restaurant Environment

No.	Question
1	I think that most fast-food restaurants have a clean environment.
2	I think that most fast-food restaurants prioritize comfort for their customers
3	I think that most fast-food restaurants have good physical arrangements.
4	I think that most fast-food restaurants are built on/with a huge space

### Food and Service

No.	Question
1	I think that most fast-food restaurants are built on/with a huge space
2	I think fast-food tastes good
3	I think fast-food restaurants provide good customer services
4	I think that fast-food preparation is fast and easy

### PILOT STUDY

#### Factor Analysis

The function of the factor analysis is to condense many of the items into a few important items and this process we can call dimension reduction (Qualtrics, 2020). Therefore, in this study, we have explained the relation between the dependant variable which is the intention to buy fast-food and independent variables which are convenience, brand quality, food and service quality and restaurant environment.

**Table 1** The result for the total variance explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.375	31.615	31.615	3.263	19.197	19.197
2	2.245	13.204	44.819	2.534	14.908	34.105
3	1.550	9.121	53.940	2.032	11.952	46.057
4	1.364	8.021	61.961	1.851	10.886	56.942
5	1.196	7.034	68.995	1.701	10.008	66.950
6	1.038	6.108	75.103	1.386	8.154	75.103
7	.988	5.811	80.914			
8	.741	4.359	85.273			
9	.589	3.466	88.739			
10	.509	2.992	91.731			
11	.408	2.401	94.132			
12	.334	1.968	96.100			
13	.208	1.221	97.321			
14	.193	1.134	98.454			
15	.122	.715	99.169			
16	.072	.423	99.593			
17	.069	.407	100.000			

Extraction Method: Principal Component Analysis.

Table 1 shows the result for the total variance explained by each component identified from the responses by the respondent. After that, we set the eigenvalue set as 1 and the eigenvalue over 1 shows that the components in the questionnaire for our study can explain the changes in the variance. Hence, there are the first 6 components that are higher than 1 and 7 – 17 components that are lower than 1. For the component 1 explains 19.2 %, component 2 explains 14.91%, component 3 explains 11.95% and the last 3 components which are component 4, component 5, component 6 respectively explains 10.89%, 10.01% and 8.154%.

**Cronbach Alpha**

Cronbach Alpha is a test to find out the reliability, or internal consistency, of a composite score (Statistic Solution, 2021) There have 6 levels of Cronbach Alpha for the rule of thumb for the result. For the excellent result which is over 0.9. Good and Acceptable results are 0.9 – 0.8 and 0.8 – 0.7. However, the result is 0.7 – 0.6 is questionable, 0.6 – 0.5 is poor and lower than 0.5 cannot accept. (Statistics How To, 2021)

**Table 2** The result for the reliability statistics  
**Realibility Statistics**

Cronbach's Alpha	N of Items
.869	5

Table 2 shows the result for the reliability statistics of the questionnaire. The questionnaire was distributed randomly to 30 respondents to identify this reliability in measuring the objectives of this study. The Cronbach's Alpha for the 5 items is 0.87, which mean that those items have relatively high internal consistency and that the questionnaire was a reliable instrument to measure the objectives of this study. This is because the value of Cronbach's Alpha for this study is higher than 0.6.

**METHOD OF ANALYSIS**

Statistical Package for Social Science (SPSS) v27 was used to analyse the data for this study. The evaluation of the data for this study was based on descriptive analysis and regression analysis. To be more specific, regression analysis is used on the variables of the study whilst descriptive analysis is used on the demographic information.

**HYPOTHESIS**

In this study, we have 4 hypotheses.

- H1: Convenience influences teenagers' purchase intention of fast food in Malaysia.
- H2: Brand Quality influences teenagers' purchase intention of fast food in Malaysia.
- H3: Restaurant Environment influences teenagers' purchase intention of fast food in Malaysia.
- H4: Food and Services influence teenagers' purchase intention of fast food in Malaysia.

**FINDINGS**

**Characteristics of the Respondent**

The demographics of the respondents include Gender, Age, Ethics, Education level and occupation of the respondents.

**Table 3** The gender of the respondents

		Gender	
		Frequency	Per cent
	Male	15	50.0
	Female	15	50.0
	Total	30	100.0

Table 3 shows the gender of the respondents, there were 30 respondents where 50% were male and the remaining 50% were female.



**Table 4** The age of the respondents

Age			
		Frequency	Per cent
	12	1	3.3
	13	4	13.3
	14	2	6.7
	15	3	10.0
	16	1	3.3
	17	3	10.0
	18	7	23.3
	19	9	30.0
	Total	30	100.0

Table 4 shows the age of the respondents, there was 1 respondent who was 12 years old that represents 3.3%. There were 4 respondents which were 13 years old (13.3%). There were 2 respondents who were 14 years old (6.7%). There were 3 respondents 15 years of age (10.0%). There was 1 respondent which is 3.3% who was 16 years old. There were 3 respondents which 17 years old (10%). There were 7 respondents who are 18 years old (23.3%). Finally, there were 9 respondents (30.0%) who were 19 years old.

**Table 5** The ethics of the respondents

Ethics			
		Frequency	Per cent
	Malay	12	40.0
	Chinese	11	36.7
	Indian	7	23.3
	Total	30	100.0

Table 5 shows the ethics of the respondents. There were 12 respondents who were Malay (40%). There were 11 respondents (36.7%) who were Chinese. There were 7 respondents (23.3%) who were Indian.

**Table 6** The education level of the respondents

Education level			
		Frequency	Per cent
	Primary school	1	3.3
	Secondary school	16	53.3
	Pra-university	8	26.7
	Foundation Education	1	3.3
	A-level	1	3.3
	Diploma	3	10.0
	Total	30	100.0

Table 6 shows the education level of the respondents. There was 1 respondent (3.3%) who obtained only primary school level education. There were 16 respondents (53.3%) who obtained a secondary school education. There were 8 respondents (26.7%) who studied until in Pre-University. There was 1 respondent (3.3%) who did Foundation education. There was 1 respondent (3.3%) in A-level. There were 3 respondents (10.0%) who were at the Diploma level.

**Table 7** The occupation of the respondents

Occupation			
		Frequency	Per cent
	Student	27	90.0
	Employed	2	6.7
	Unemployed	1	3.3
	Total	30	100.0

Table 7 shows the occupation of the respondents. There were 27 respondents which comprised of 90.0% students. There were 2 respondents (6.7%) were employed. However, there was 1 respondent who was unemployed (3.3%).

In this section, we had to identify whether the respondents like to eat fast food, how frequently they eat fast food per week, which brand of fast food they prefer and which type of fast food they prefer.

**Table 8** The preferences of the respondents

Do you like to eat fast food?			
		Frequency	Per cent
	No	4	13.3
	Yes	26	86.7
	Total	30	100.0

Table 8 shows the preferences of the respondents, there were 4 respondents which is 13.3% who does not like to eat fast food. However, there were 26 respondents (86.7%) who likes eating fast food.

**Table 9** The frequency of the respondents who eat fast food per week

How frequently do you eat fast food per week?			
		Frequency	Per cent
	0-1 times	6	20.0
	2-4 times	10	33.3
	5-6 times	13	43.3
	6 times above	1	3.3
	Total	30	100.0

Table 9 shows the frequency of the respondents who eat fast food per week. It was divided into 4 categories that are 0 – 1 times, 2 – 4 times, 5 – 6 times and 6 times above. There were 6 respondents who (20.0%) will eat fast food between 0 to 1 time per week. There were 10 respondents (33.3%) who will eat fast food between 2 to 4 times per week. There were 13 respondents which are 43.3% who will eat fast food between 5 – 6 times per week. However, there was only 1 respondent (3.3%) who will eat fast food 6 times and above per week.

**Table 10** The brand of fast food that the respondents prefer

Which brand of fast food do you prefer?			
		Frequency	Per cent
	Kentucky Fried Chicken (KFC)	11	36.7
	McDonald's (MCD)	9	30.0
	Pizza Hut	4	13.3
	Subway	1	3.3
	A&W	1	3.3
	No	4	13.3
	Total	30	100.0

Table 10 shows the brand of fast food that the respondents prefer. 11 respondents (36.7%) prefer to eat Kentucky Fried Chick (KFC). There were 9 respondents which are 30.0% prefer to eat at McDonald's (MCD). There were 4 respondents which are 13.3% prefer to eat Pizza Hut. There was 1 respondent which is 3.3% prefer to eat Subway. Finally, there was 1 respondent which is 3.3% prefer to eat A&W. However, there were 4 respondents, which is 13.3% who does not like to eat fast food.

**Table 11** The type and the kind of the fast-food that respondents prefer

Which type/kind of fast food do you prefer?			
		Frequency	Per cent
	Burger	8	26.7
	Pizza	4	13.3
	Fried Chicken	9	30.0
	Nugget	3	10.0
	Hot Dogs	2	6.7
	No	4	13.3
	Total	30	100.0

Table 11 shows the type and the kind of the fast-food that respondents prefer; 8 (26.7%) respondents prefer to eat burgers, 4 respondents (13.3%) prefer to eat Pizza. There were 9 respondents which are 30.0% prefer to eat fried chicken. There were 3 respondents which are 10.0% prefer to eat nuggets. There were 2 respondents which are 6.4% prefer to eat hot dogs. However, there were 4 respondents which are 13.3% does not like to eat the type of fast food mentioned above.

**Regression Result**

Regression analysis is a form of inferential statistics. (Frost, 2021). Furthermore, regression analysis is a set of statistical methods to evaluate the relationship between dependent variables which is the intention to buy fast-food and independent variables which are convenience, brand quality, food and service quality and restaurant environment. (CFI, 2020).

**Table 12** The result for R square value

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.913 <sup>a</sup>	.834	.807	.15180

Table 12 shows the result for the R square value and the value is 0.834. It means 83.4 per cent of changes in the intention to buy fast food was influenced by food and service quality, convenience, restaurant environment and brand quality, meanwhile, 17.6 % was affected by other factors.

**Table 13** The stability of the model used

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.891	4	.723	31.362	.000 <sup>b</sup>
	Residual	.576	25	.023		
	Total	3.467	29			

Table 13 shows the stability of the model used. The estimated F value of 31.36 was significant at a 5 per cent significance level (Sig=0.00). Thus, it can be concluded that the model is stable, and the regression can be used for forecasting.

**Table 14** The regression result

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.677	.231		-7.246	.000
	Convenience	.283	.069	.397	4.132	.000
	Brandquality	.204	.087	.268	2.347	.027
	Restaurantenvironment	.140	.074	.212	1.887	.071
	Foodandservicequality	.206	.080	.273	2.565	.017

Table 14 shows the regression result. As discussed earlier, the dependent variable is the intention to buy fast-food meanwhile the independent variables are convenience, brand quality, food and service quality and restaurant environment

Since all the questions were in the same direction, it indicates that all independent variables which are Convenience, Brand quality, Restaurant environment and food and service quality have a positive relationship with intention of teenagers to buy fast food in Malaysia. For the first independent variable

which is convenience increase, the intention of teenagers to buy Nirmala et al. in Malaysia will increase. Convenience was found to be significant at a 5 per cent significance level with an estimated t value of 4.132 (Sig=0).

After that, for the second independent variable which is brand quality increase, the intention of teenagers to buy Nirmala et al. in Malaysia. Brand quality was found to be significant at a 5 per cent significance level with an estimated t value of 2.347 (Sig=0.027).

Next, the third independent variable which is a restaurant environment show the negative relationship with intention of teenagers to buy Nirmala et al. in Malaysia. The restaurant environment was found to be not significant at a 5 per cent significance level with an estimated t value of 1.887 (Sig=0.071). Mean that, this independent variable has less influence with the intention to purchase Nirmala et al. because the significance level was over 5 per cent.

The last third independent variable which is a food and service quality increase, the intention to buy Nirmala et al. will increase. Food and service quality was found to be significant at a 5 per cent significance level with an estimated t value of 2.565 (Sig=0.017).

Thus, convenience, brand quality and food and service quality were significant in explaining the changes in the intention of teenagers to buy Nirmala et al. in Malaysia. Restaurant environments are not significant in explaining the changes in the intention to buy Nirmala et al. in Malaysia.

### Recaptualization of Study

The objective of this study is to determine the factors that influence the purchase intention of teenagers towards Nirmala et al. in Malaysia. The factors include convenience, food and service quality, brand quality and environment.

Thus, the research was conducted online where the targeted population of this study was teenagers. The chosen population consisted of those who have had experiences with patronizing fast-food outlets in Malaysia. The data collected from 30 respondents were used for the statistical analysis. In this study, the independent variables were convenience, food and service quality, brand quality and environment. The dependent variable was the purchase intention of teenagers towards Nirmala et al.. The impact of the factors on the purchase intention of teenagers were

measured using the Statistical Package for Social Science (SPSS).

The evaluation of the data for this study was based on descriptive analysis and regression analysis. To be more specific, regression analysis is used on the variables of the study whilst descriptive analysis is used on the demographic information. The result indicated that 3 variables were signs explaining the changes in the purchase intention of teenagers towards Nirmala et al. in Malaysia.

### CONCLUSION

The main research objective for this study is to determine the factors that influence the intention of teenagers to buy Nirmala et al. in Malaysia. Furthermore, in this objective, there have 4 specific research objectives which are to determine whether convenience, service quality, brand quality and restaurant environment are the factors that influence the intention of teenagers to buy Nirmala et al. in Malaysia.

After we analyzed the regression result, we know 3 factors are significant in explaining the changes in the intention to buy Nirmala et al. in Malaysia. The first factor which is convenience is to have a positive relationship with the intention of teenagers to buy Nirmala et al. in Malaysia because of the significance level with an estimated t value of 4.132 (Sig=0). Furthermore, this variable is the most significant factor of purchase intention. Thus, the statement for Hypothesis 1 which is convenience influences teenagers' purchase intention on Nirmala et al. in Malaysia is acceptable. According to Deivanai (2016), convenience is one of the factors that do not influence customer satisfaction with Nirmala et al. because it is not significant. However, according to this study, teenagers in Malaysia will purchase Nirmala et al. because they think that it brings convenience to their life.

After that, the second factor which is brand quality has a positive relationship with the intention of teenagers to buy Nirmala et al. in Malaysia because of the significance level with an estimated t value of 2.347 (Sig=0.027). Mean that, this is the second significant factor of purchase intention. Thus, Hypothesis 2 which is brand quality influences teenagers' purchase intention on Nirmala et al. in Malaysia is acceptable. According to Nazrul Islam et.al (2010), brand reputation is the most significant factor to influence the university student to buy Nirmala et al. in Bangladesh. However, according to Opeyemi Oluwatoyosi Alao et.al (2020) and Hossein Nezakati et.al (2011), the brand name has a negative relationship between customer loyalty to Nirmala et al.. Hence, according to this study, we know that Malaysian are very aware of the brand quality. Especially for those teenagers, they will just buy that Nirmala et al. with good brand quality and the famous brand.

Next, the third factor is that the restaurant environment has a negative relationship with the intention of teenagers to buy Nirmala et al. in Malaysia because of the significance level with an estimated t value of 1.887 (Sig=0.071). Thus, the statement for Hypothesis 3 which is a restaurant environment influences teenagers' purchase intention on Nirmala et al. in Malaysia is rejected. According to Hossein Nezakati et.al (2011), the finding for the food environment to purchase intention and the store environment for customer loyalty have a negative relationship. However, according to Deivanai (2016), the findings for the environment outside and inside influence the customer satisfaction and secured environment have a positive relationship. Hence, we know that COVID-19 cases in Malaysia are increasing in 2020, meaning that all parents do not allow their children to go out to dine in especially for teenagers because they like to go to a Nirmala et al. restaurant with their friends. In the end, this problem making the restaurant environment will not affect the intention to purchase Nirmala et al..

The last factors which are food and service quality have a positive relationship with the intention of teenagers to buy Nirmala et al. in Malaysia because of the significance level with an estimated t value of 2.565 (Sig=0.017). Thus, the statement for Hypothesis 4 which is food and service quality influences teenagers' purchase intention on Nirmala et al. in Malaysia is acceptable. Service quality is a significant and positive relationship with customer satisfaction to Nirmala et al. but the food quality is not a positive relationship because food quality is not significant with customer satisfaction. This is because even the food quality is low but they still like to eat Nirmala et al. which means that food quality will not influence customer satisfaction. However, for Hossein Nezakati et al. (2011), the result is reversed and shows the food quality is significant to the purchase intention and customer loyalty to the Nirmala et al. but service quality is not significant with these two dependent variables. Furthermore, according to Deivanai (2016), the service quality is not significant to mean that will not influence customer satisfaction to Nirmala et al., According to Bharat Rai et al. (2019), the taste of Nirmala et al. is a significant and positive relationship with the customer preference to the Nirmala et al. Hence, in this study teenagers will think that the food and service quality will influence their purchase intention toward Nirmala et al.

## **SUGGESTIONS**

In this section, we had provided some suggestions regarding our research topic after we did our study. The suggestion is to help the Nirmala et al. restaurant to attract more customers and improve their revenue.

First and foremost, Nirmala et al. restaurants need to provide more variety of food for customers to satisfy customers' desires to attract more customers. This is due to the reason that customers will get bored when they keep eating the same type of food,

in particular Nirmala et al. restaurants. For example, MCD restaurants provide burgers, nuggets, fried chicken, and so on, but these foods were released a long time ago. That means consumers will feel bored about it when MCD did not release more variety of food for them to choose from. Hence it is true that Nirmala et al. restaurants provide more variety of food and can help Nirmala et al. restaurants to attract more customers and help them to increase their revenue.

Last but not least, the Nirmala et al. restaurant also can hold more promotions to attract more customers. This is due to the reason that promotion is the best way for customers to create reasons to buy. Hence, the decision making of consumers will become much simpler because consumers normally will choose the brand that has a promotion. For example, McDonald's had held the promotion by ordering a Happy Meal via McDelivery to get attractive toys and this way made McDonald's become the largest distributor of toys in the world. Thus, this type of promotion will attract many consumers to buy the Happy Meal especially those who like to collect the toys. Another example is Nirmala et al. companies can have a buy 1 free 1 promotion to customers when the new item launches to attract the consumer to taste it. Thus, it is true that holding more promotions can help Nirmala et al. restaurants to attract more customers.

In a nutshell, the suggestions that we mentioned above are the ways for Nirmala et al. restaurants to increase their customers as well as improve their revenue.

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