

Title of Thesis	A Study On Fast Food Consumption Behaviour Among Generation Y In Miri
Name	Patricia Anak Jeffery
Program	BBA (Hons) International Business (In collaborations with Twintech International University College of Technology, Kuala Lumpur)
Date of Submission	December 2019
Student Thesis Code	2019/DEC/TIUCT/BBAIB/01

### **ABSTRACT**

Fast food is one type of food that able to prepare in short time period and sell to customer in reasonable price. This type of food was introduced at western countries and begins at Asian near recent decade. Meanwhile, the group of generation Y, was grown and subsequently become the largest age group that earn income for own or family's expenses. Therefore, this research is conducted to study fast food consumption behaviour among generation Y in Miri. This study is rather important as we will know what are the factors that will affect generation Y's fast food consumption behaviour, how this factors will affect and caused the changes of fast food consumption behaviour and the relationship between independent variables- personal lifestyle, price-quality inference, health issue and promotion attractiveness with dependent variable-fast food consumption behaviour. Theoretically, the independent variable will be affected by the dependent variables.