

Title of Thesis	A Study Of Spending Behaviour On Fast Food Among Students In Ibs College, Miri
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### **ABSTRACT**

This purpose of this study is to examine the spending behavior on fast food among students in IBS College, Miri. This study would investigate the frequency and monthly spend for the students to consume fast food and factors that increase their spending on fast food such as convenient of fast food and social factor such as peer influence, fast food culture, and promotion strategies by the seller.

In this research, quantitative research method will be used and data will be collected with questionnaires. A total sample of 50 college students are targeted as the respondents. The questionnaire will be divided into 5 sections which are section A, B, C, D and E. The data will be organized in Microsoft Excel and Words to evaluate the mean, median and mode.

The study revealed that most of the students consume fast food six to ten times in a month, between 11am to 2pm. Respondents usually spend between RM51 to RM100 monthly on fast food, and they acknowledge that the price would affect their choice on fast food. The respondents also acknowledge that fast food are very time saving. Also, promotion strategies are the biggest factor for them to make the consumption decision on fast food.

From the results, the researcher suggests several recommendations for implemented. The recommendation advice fast food seller to serve more food in breakfast and lunch which is easy to eat and take away. Besides that, the seller should provide a competitive prices for their products which are affordable for students. Also suggest the fast food seller to ensure a very good Key Performance Indicator (KPI) for food delivery services and open more counter to service their customers. Moreover, the findings also suggest that seller should publish their promotion on channel that students are commonly used. Also, seller must ensure that that the in-apps redemption process or advertisement is designed to be as easy, simple and convenient as possible

The results is limited to the sample size which is relatively very small in which only distributed 50 sets of questionnaires. Besides, limitation include the time frame as respondents change over period of time and the findings only valid for that particular period of time and respondents. Furthermore, result is limited by the question asked in the questionnaires, and the independent variables in this research might have other factors which did not take into account.

Future research could be done to explore students' spending behavior towards fast food between east and west Malaysia but not only limited to IBS College. Moreover, future researchers can also conduct the research based on the comparison study such as comparison of races, age group, income level and education background.