

B25 Factors associated with consumption of fast food among undergraduate students of Health Campus, Universiti Sains Malaysia, Kubang Kerian, Malaysia

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Fast-food industry offers instant preparation of the meal which allows people to eat within a short period of time which made it became the most preferred choice for most people especially students due to their hectic lifestyle. Therefore, this study was conducted to investigate the factors associated with consumption of fast food among undergraduate students of Health Campus, Universiti Sains Malaysia, Kubang Kerian, Malaysia. A cross-sectional research design was conducted from March 2021 to February 2022 by distributing the online questionnaire to the participants through online communication platform, WhatsApp. A total of 318 undergraduate students were required as a sample size in this study. However, only 189 responses from undergraduate students were collected and analyzed using SPSS version 26.0. From the analysis, it shows that there is significant relationship between price, food quality, physical environment and, health consciousness with fast-food consumption of undergraduate students of Health Campus, Universiti Sains Malaysia, Kubang Kerian, Malaysia. The findings from this study together with past studies by earlier researchers can be used as guides to conduct effective intervention measures because overconsumption of fast food can lead to serious health problems such as diabetes, hypertension, heart problem, and others.

