Understanding the Perception of Generation Z Towards Fast Food's Product Safety, Nutrition, and Health

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Abstract

Adolescence is crucial before the transition to adulthood, and developing healthy eating behaviours in early adolescence is vital for long-term health and well-being. The high prevalence of fast food consumption among the young generation leads to excessive weight. Hence, this study investigates how Generation Z perceives the CSR practices performed by fast food restaurants to ensure products' safety, nutrition, and health. The Theory of Stakeholder is employed to explain the responsibility of businesses to their stakeholders. 330 respondents responded to the survey. This study confirms that the four CSR dimensions influence fast food's product safety, nutrition, and health.

Keywords: Generation Z; Fast food; Nutrition; Health

1.0 Introduction

Problem Statement

Eating outside has become a common trend among Malaysians due to urbanisation, changing lifestyles, increased household income, and increasing working mother numbers. The rapid growth of the fast food industry is associated with an extravagant trend of fast food consumption, especially for the young generation. Fast food has become an integral part of the young generation's diet due to cleanliness, convenience, speedy service, low price, and variety of choices. For instance, an active university student with a hectic class schedule mostly prefers quickly prepared and readily available food. Also, cooking is not an option for the students who stay in college and hostel. Fast food is defined as hot food that is cooked quickly or already cooked and ready to serve to customers (Man et al., 2021). It also can be referred to food dispensed quickly at a low price and less nutritious. Customers can choose whether to enjoy the food on-premises, take away, or sometimes delivered (Chopera, 2018).

Several international studies demonstrate that the young generation perceives good taste, accessibility, convenience, and affordability encourage them to consume fast food (Rajini et al., 2021; Yoon et al., 2020). Moreover, since the majority are students, they unavoidably skip breakfast, which may lead to excessive fast food consumption habits. The young generation is more interested in fast food than other age groups. A quantitative study was conducted by Mat et al. (2016) among 18 – 23 years old university students in Kelantan, Malaysia. The findings posit several reasons students eat fast food: save time, friends' outings, family outings, and no other food in stock. Another study discovered that the young generation's fast food consumption is influenced by interesting marketing strategies of fast food companies (Mokhtar et al., 2020). While the young generation's fast food consumption grows, obesity and other food-related diseases are rising (Bîlbîie et al., 2021). Li et al. (2020) postulate that these energy-dense foods are low in nutrients with high salt, sugar, and carbohydrates, resulting in overweight, obesity, high cholesterol, blood sugar spike, and insulin resistance. Obesity among the young generation affects their physical health, including pre-diabetes, hypertension, asthma, skin problem and impaired peak bone mass. Also, obese adolescents tend to remain obese in adulthood and are more likely to develop non-communicable diseases (NCDs) (Sahoo et al., 2015).

One of the significant obstacles to sustainable development highlighted in the 2030 Agenda for Sustainable Development is NCDs (World Health Organization, 2020). It is essential to know the underlying cause of overweight and obesity. This occurs when there is an energy imbalance between calories consumed and calories expended, such as a person frequently consumes energy-dense foods that are high in fat and sugar but is

physically inactive. Obesity among the young generation has reached epidemic levels in developed and developing countries. The prevalence of obesity among the young generation aged between 5 and 19 signifies an alarming increase from 4% in 1975 to over 18% in 2016 (World Health Organization, 2020). In Malaysia, National Health and Morbidity Survey discovered that the overweight and obesity trends in 2019 continued to rise to 50.1 per cent (Institute of Public Health, 2020). The survey also remarks that 29.8% of children aged between 5 to 17 years old are overweight and obese. Increased fast food consumption is correlated with obesity (Hossain & Islam, 2020; Man et al., 2021). Ishak et al. (2020) argued that the young generation in Malaysia knew about healthy eating. Nevertheless, some challenges to practising healthy eating reported by them are the lack of healthy food available at schools and at home and the taste and characteristics of unhealthy food are more attractive to them. To illustrate this, if the parent purchases fast food for their children, this reduces the benefits of having healthy meals at home.

World Health Organization (2020) recommends that the food industry promote a healthy diet by reducing the amount of fat, sugar, and salt in the food and providing customers with affordable healthy, and nutritious choices. In National Strategic Plan for Non-communicable Diseases 2016 – 2025, the Malaysian government encourages the private sector to perform health-related corporate social responsibility (CSR) programs to reduce NCDs (Ministry of Health, 2016). Nowadays, most young generation are concerned with health, social and environmental problems. Thus, they consider the fast food industry's CSR performance before purchasing the products. To date, a limited study has been conducted to investigate the young generation's perception of the CSR initiatives by high-profile fast food in Malaysia. Hence, this study aims to shed light by analysing whether the CSR activities are compatible with the general values of the young generation who target safe, nutritious, and healthy options to ensure a healthy lifestyle. The research objective of this study is to study the relationship between fast food company CSR practices and Generation Z's perception towards fast food's product safety, nutrition, and health.

2.0 Literature Review

2.1 Generation Z's Perception of Fast food's Product Safety, Nutrition and Health Choice

Changes in consumer lifestyle patterns lead to higher demand for healthier food. Having access to nutritious food promotes a healthy diet. Nowadays, many fast food outlets increase the availability of healthier food options on their menus by reducing the calories, modifying portion size, providing nutritional information, innovating advertisement techniques, adhering to food regulations, offering whole grains food and half-portion

choices (Folkvord et al., 2020; Yoon et al., 2020). Also, nutrition labelling attracts the restaurant to create new healthier and low-calorie menus. Bleich et al. (2015) argue that 66 large chain restaurants in the United States introduced lower-calorie menus after the government implemented a nutrition labelling policy in 2012.

Martinez-Sala et al. (2021) highlight four CSR dimensions that should be engaged by fast food companies, which are economic, legal, ethical, and philanthropic in promoting healthy eating among the young generation. Fast food restaurants are socially responsible to consumers, the community, and society when promoting healthy restaurant initiatives (Yoon et al., 2020). The young generation exposed to the healthy products stimulates them to choose healthier food (Folkvord et al., 2020). A study conducted by Yoon et al. (2020) investigated facilitators of fast food product health: (a) nutritional information, (b) putting a label on a healthier menu, (c) reduced meal portion size, and (d) information sharing on healthy eating.

Generally, most businesses employ CSR as policies and practices to ensure society and stakeholders are taken care of and protected. Carroll (2016) describes CSR as the community's economic, legal, ethical, and philanthropic expectations towards the organisation. These four responsibilities establish a basis that helps businesses to outline and elucidate the business's duties towards society. Hence, these four dimensions were employed in this study to examine how it affects fast food's product safety, nutrition, and health from Generation Z's perspective. CSR issues for young consumers are vital as they are a significant market segment (current and future consumers) for most fast food restaurants.

2.2 Economic Dimension

Economic is a necessary condition of business existence to ensure sustainability. Society expects business organisations to sustain themselves through profit-making and is capable of incentivising the owners and shareholders to invest and have sufficient resources to operate (Carroll, 2016). Society perceives business organisations as institutions producing and selling goods and services to meet market demand. When the business creates profit and adds value to its products and services, it benefits its stakeholders. In ensuring long-term financial success, it is recommended that the business pay attention to revenues, cost-effectiveness, marketing strategies, operational costs, and investments (Mahmood & Bashir, 2020). For example, it is recommended for fast food restaurants to prioritise the value of the food because the consumers not only choose quick and convenient meals but also food that offer nutritional benefits to them.

A study executed by Rastini and Nurcaya (2019) confirms a significant relationship between the attributes of economic CSR (price fairness) to customer satisfaction. Consumers value restaurants that can provide valuable products and services. Considering the fast food industry, the customer buying decision is highly influenced by the economic dimension. To support this, Villarreal et al. (2020) revealed that food values such as price, safety, and taste are significantly prioritised by customers when buying burgers at fast food. Khan (2018) demonstrates that if the organisation offers unreasonable prices to the

consumers, they will not be satisfied, indirectly affecting their buying behavior and loyalty. In addition, fast food restaurants should operate cost-effectively to ensure the food can be offered at a competitive price (Javed et al., 2021). A quantitative study to understand the fast food purchase intention of Generation Y in Malaysia confirms that lower product's price attracts them to buy it (Xiao et al., 2019). Furthermore, the fast food restaurant may revise the marketing technique of healthier food choices such as offering healthy value-bundled meals, promoting a better value-for-money message and delivering on what they promise (Gopaul, 2015). Given the findings of past studies, this study hypothesises that:

H_1= Economic dimension positively effects Generation Z's perception of fast food's product safety, nutrition, and health choice.

2.3 Legal Dimension
Society expected businesses to operate and function legally. To illustrate this, Carroll (2016) postulates that a company must comply with the rules and regulations in its operation. Society views laws and regulations as "codified ethics" that lawmakers formulate at the federal, state, and local levels. Businesses should operate consistently and meet the government's expectations. In ensuring the products offered to the customer are high quality, the provision of products and services provided to consumers must meet at least minimal legal requirements. The legal dimension outlines that fast food companies should operate according to the law and regulations stipulated in the country to ensure it is legal and legitimate (Mahmood & Bashir, 2020). Also, the legal dimension demands the company comply with environmental laws and consumer protection.

A study conducted by Rew and Cha (2020) proved that consumers prefer to choose fast food restaurants that are socially responsible and comply with legal standards, regulations and laws in offering safe and quality food. This includes complying with food hygiene and product safety policies, consumer protection, and disclosing the products' ingredients (Kim et al., 2020). The food prepared must meet the food quality characteristics including temperature, menu variety, tastiness, and presentation (Xiao et al., 2019). Food safety knowledge among the food handlers ensures they become more aware of the food safety protocols and guidelines during food preparation (Aquino et al., 2021). Another piece of literature unveils that fast food restaurants should regularly monitor the complaint boxes and address customer complaints to preserve the products' quality (Javed et al., 2021). In Malaysia, the Ministry of Health enforced a mandatory nutrition labelling in 2003 to ensure all food providers demonstrate nutritional informational of food products to their customers (Vijayakumaran & Amalina, 2018). This is because the usefulness of nutrition information helps consumers to make healthier choice. Consequently, it is hypothesised that:

H_2= Legal dimension positively effects Generation Z's perception of fast food's product safety, nutrition, and health choice.

2.4 Ethical Dimension

Ethics are standard norms and beliefs on what is right and what is wrong. Ethics are not codified into law. Nevertheless, ethical responsibilities posit that business organisations shall execute norms, beliefs, standards, and practices to indicate their accountability and responsiveness (Carroll, 2016). In the context of fast food restaurants, being ethical means providing reliable information about the company and the products offered to the consumers (Mahmood & Bashir, 2020). It also refers to the responsibility to serve hygienic food and acknowledge consumers' opinions. The fast food restaurants shall focus on practising good things with corresponding values, ethics, and societal norms such as responding to obesity and introducing more healthy food choices. With this, they can learn about healthy eating habits. Tong et al. (2019) investigate the impact of ethical CSR and food safety on fast food's reputation. 350 valid responses were collected from the questionnaires. The researchers highlight that displaying product information and sourcing, ethical preparation of food, ingredients and source of origin is crucial to ensure the demand from consumers for healthy and safe food can be met. These efforts portray the continuous effort of the fast food to improve their food quality, safety standard and minimise the risk of future safety issues.

Consumers perceive fast food restaurants to be ethically responsible when offering healthful foods and nutrition information (Javed et al., 2021; Vijayakumaran & Amalina, 2018). Fast food restaurants play an essential role to influence consumers' diets through food sourcing, marketing pricing and the availability of healthy food options (Yoon et al., 2020). Hence, fast food restaurants should recognise their ethical role in establishing a sustainable healthy eating environment to protect communities from being obese. Furthermore, due to the young generation's tight working schedule, they are not only looking for fast food as it is convenient, but they emphasise freshness and product quality. The new generation is now more conscious of a healthy lifestyle. Hence, they are more concerned about choosing healthy food. By referring to the findings of past studies, this study hypothesis that:

H_3= Ethical dimension positively effects Generation Z's perception of fast food's product safety, nutrition, and health choice.

2.5 Philanthropic Dimension

Corporate philanthropy is associated with business giving activities that embrace a voluntary and discretionary basis. Business organisations are not compulsory to execute philanthropy giving, but it is commonly expected by the public nowadays. The main concepts of this giving are voluntary and discretionary (Carroll, 2016). It is the business desired to involve in social activities. Hence, the company might engage in various giving activities to make up the community, such as gifts of monetary resources, products and services, and volunteerism. Carroll (2016) mentions that businesses pursuing philanthropy giving reflect the "good corporate citizens." A fast food company actively involved with charity activities, sponsors programs, and events is favourable to consumers (Javed et al., 2021, Kent et al., 2020).

Fast food restaurants might embed education-oriented philanthropic activities by aiming to convey nutritional information to customers (Kent et al., 2020). Also, fast food restaurants that sponsor programs, events or charitable activities related to nutrition are mostly favourable (Kent et al., 2020). For example, fast food restaurants can conduct a nutrition facts campaign by conveying the nutritional information of their products on the website. It assists customers in making informed food choices (Lim et al., 2017). Arslan et al. (2022) assert that the eating habit of the consumers can be changed with impactful nutrition education. Lim et al. (2017) affirm that when a fast food company that offers healthy food products established a career-related CSR program to the young generation, they demonstrated higher authenticity towards the company. The career-related CSR and career exploration activities benefit the companies and the young generation. These work experience programs improve the company's image and performance and equip the young generation with working experience (Lim et al., 2017). It is recommended to offer a CSR program that promotes the young generation's self-realisation as they are more attracted to CSR actions that affect themselves, which urges them to involve in CSR-related education programs. With these factors in mind, this study suggests the following hypothesis.

H_4= Philanthropic dimension positively effects Generation Z's perception of fast food's product safety, nutrition, and health choice.

2.6 Theory of Stakeholder

Freeman (2010) originally described the Stakeholder Theory of organisational management and business ethics that upholds morals and values in managing the organisation. This theory proposes that businesses should be responsible for all society and shareholders. It should be held accountable to its stakeholders who affect or are affected by corporate decisions. Freeman (2010) postulates that a business is encouraged to interact with stakeholders and inculcate a shared sense of value to bring important stakeholders together. Creating shared value with stakeholders by fulfilling their interests and ethical demands signifies that businesses operate responsibly and prioritise symbiotic relationships. Kim and Ramos (2018) examine the stakeholder responses toward fast food chains' CSR and employ this theory to describe how fast foods integrate their health-related CSR activities to address public health problems. Previous evidence proved that increased in fast food consumption correlates with obesity-related public health issues. Kim and Ramos (2018) suggested that fast food can address these problems by implementing proper and planned CSR initiatives in their daily business. Hence, it creates an excellent relationship between the business and stakeholders and gains public trust and support.
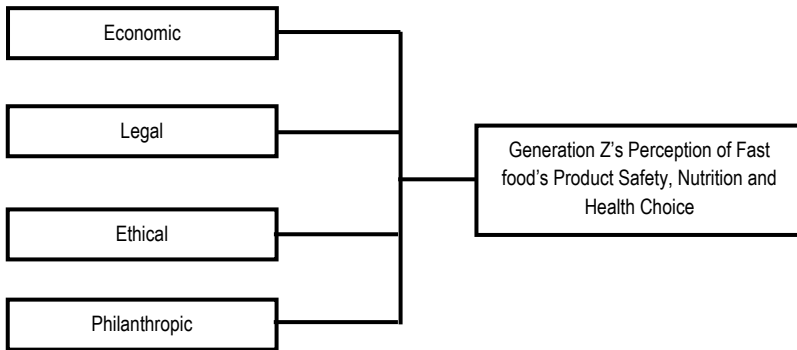
2.7 Research Framework

Figure 1: Proposed Conceptual Framework
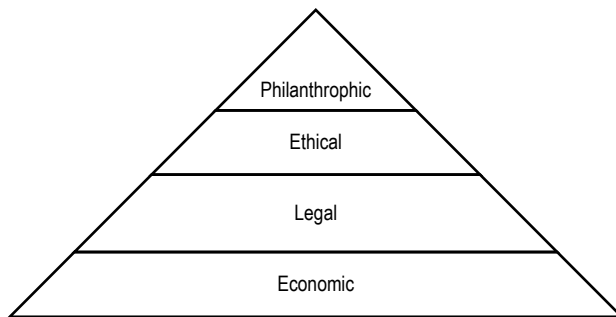*(Source: Author)*

Figure 2: Carroll's Pyramid of CSR
(Source: Carroll, 2016)

3.0 Methodology

3.1 Participants and Procedure

A self-administered online questionnaire was distributed to individuals aged 18 to 26 years old currently staying or working in Klang Valley. They are categorised under the Generation Z cohort. This sample was chosen due to the limited research thus far that has focused on investigating Generation Z's perception of fast food's product safety, nutrition, and health. This is a cross-sectional study, and the data were collected via a stratified sampling technique to approach the target respondents. A total of 330 completed responses were recorded, and the data was then entered into SPSS Version 27 for data analysis. This sample size exceeded the criterion set by Hair et al. (2010) to conduct the analysis.

3.2 Questionnaire Development and Instrument

All variables employed in this study were developed and adapted various validated items from past studies (Khan, 2018; Kim & Ramos, 2018). The self-administered questionnaire comprised of six sections. Section A requested demographic information about gender, age, marital status, ethnicity, educational level, type of occupation, frequency of visiting fast food and preferred fast food restaurants. Section B outlines 9 items related to fast food's product safety, nutrition, and health choice. Section C until Section F listed 31 items of four CSR dimensions which are economic, legal, ethical, and philanthropic. All items were measured using a five-point scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

3.3 Statistical Analysis

Data were analysed through several statistical techniques such as descriptive analysis, reliability analysis, and multiple regression analysis. Descriptive statistics were utilised to explore the mean, standard deviation, skewness, and kurtosis values. Furthermore, before further analysis was carried out, exploratory factor analysis (EFA) was performed to evaluate dimensionality, factor structure and measurement of variables. Next, multiple regression analysis was conducted to determine the relationship between the four CSR dimensions, namely economic, legal, ethical and philanthropic with Generation Z's perception of fast food's product safety, nutrition and health choice.

4.0 Results

4.1 Demographic Profile of Respondents

Table 1 depicts the demographic profile of the respondents. Of 330 respondents, the majority are female, 78.2%, while 21.8% are male. In terms of age, more than half are between 21 and 23 years old, 39.4% are between 24 and 26 years old, and only 5.5% are between 18 and 20 years old. Klang Valley is the largest urban centre in Malaysia as it is the most developed and fastest-growing region. Most young generations nowadays experience interregional movement to find a job upon graduation. Most respondents are well educated as the findings illustrate that 74.5% have Bachelor's Degree and Diploma. Also, 23% of them has the postgraduate certificate. Thus, they aim to increase their earnings and upskill themselves.

This region experiences fast economic growth and eventually provides many employment opportunities to the nation. This supports the findings of this study whereby 32.7% of respondents are employed in the private sector, 6.7% are self-employed, 2% are working in the public sector, while the rest 6% serve to NGOs. The pressure of working life, and time constraints demand them to choose fast food. The 84.2% of them stated that they buy fast food 1-2 times a week, while 13.9% buy fast food 3-4 times. Findings also revealed that the two top fast food restaurants they frequently visit are McDonald's and KFC with 28.6% and 21.2%, respectively.

Table 1: Demographic Profile of Respondents

Characteristics	Frequency	(%)	Characteristic	Frequency	(%)
Gender			*Frequency of*		
Male	72	21.8%	*Buying fast Food*		
Female	258	78.2%	*(week)*	278	84.2%
			1 – 2 times	46	13.9%
Age			3 – 4 times	2	0.6%
18 – 20 years old	18	5.5%	5 – 6 times	4	1.2%
21 – 23 years old	182	55.2%	More than 6 times		
24 – 26 years old	130	39.4%			
			Preferred Fast		
Educational Level			*Food Restaurants**	296	28.6%
UPSR	2	0.6%	McDonalds's	220	21.2%
Matrikulation/ Foundation/ STPM/	6	1.8%	KFC	98	9.5%
STAM (Matrikulasi/ Asasi/ STPM/			Pizza Hut	22	2.1%
STAM)			Kenny Rogers	76	7.3%
Diploma/ Bachelor Degree	246	74.5%	Roasters	34	3.3%
(Diploma/ Ijazah Sarjana			Subway	72	6.9%
Muda)Master/ PhD (Sarjana/	76	23.0%	A&W	32	3.1%
Doktor Falsafah)			Domino's Pizza	28	2.7%
			Starbucks	60	5.8%
Type of Occupation			Burger King	22	2.1%
Public sector (Sektor awam)	2	0.6%	Auntie Anne	18	1.7%
Private sector (Sektor swasta)	108	32.7%	Texas Chicken	14	1.4%
Self- employed (Bekerja sendiri)	22	6.7%	Marry Brown	20	1.9%
Non – governmental organization/	6	1.8%	Sushi King	10	1.0%
NGO (Pertubuhan bukan			Coffee Bean	14	1.4%
kerajaan/ NGO)			Baker's Cottage		
Unemployed (Tidak bekerja)	192	58.2%	Dunkin Donuts		

4.2 Reliability Analysis

Cronbach Alpha reliability analysis was conducted to measure the consistency of items used in the questionnaire. Table 2 illustrates the alpha values for all variables. It shows that the Cronbach Alpha values reported are between 0.796 and 0.873. Since the value is more than 0.7, it is acceptable (Field, 2009). Consequently, it is confirmed that all measurement items have high internal consistency and are sufficiently reliable for further analysis.

Table 2: Cronbach Alpha Result

Variables	Cronbach Alpha Value	No. of Items
Fast food's product safety, nutrition and health choice	.843	9
Economic dimension	.858	9
Legal dimension	.796	6
Ethical dimension	.829	7
Philanthropic dimension	.873	9

4.3 Exploratory Factor Analysis

Exploratory Factor Analysis was performed by using the principal component method of extraction and the varimax method of rotation. A factor with eigenvalue more than 1.00

contributes more to the explanation of variances in the variable while the value of factor loading that is more than 0.500 factor extracts sufficient variance from that variable (Hair et al., 2010). The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is considered acceptable when the value surpasses 0.700 (Field, 2005). By referring to Table, the KMO value is 0.771, inferring there is sufficient number of factor items for each factor. Additionally, the Bartlett's Test of Sphericity is 7792.012 (df = 780), and is significant at the 0.000 level, demonstrating that the assumption of multivariate normality is met (Norusis, 2004).

Table 3: KMO and Bartlett's Result

Items		Value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.771
Bartlett's Test of Sphericity	Approx. Chi-Square	7792.012
	df	780
	Sig.	.000

Table 4 summarises the EFA results of the 40 statements, which yielded four factors that fulfil the requirements mentioned above. The first factor- fast food's product safety, nutrition, and health choice- comprised nine statements with eigenvalue of 3.107 and 7.77% variance explained. All factor loadings are larger than the cut-off of 0.500, ranging from 0.507 to 0.766, implying the factor item extracts sufficient variance from the factor. The first refers to the statement, "I believe that consuming healthy food is a preventive measure for certain illness" and the latter denotes "I concern about the health consequences of my food choices".

The second factor-economic- comprises nine statements. The statement "The fast food restaurant needs to control the production cost-efficiently" appears as the most important statement in this factor with a loading of 0.744. This is followed by the statements "The fast food restaurant needs to control the production cost-effectively", with a loading of 0.705 and "The fast food restaurant should continuously work to improve its economic performance". The other statements also demonstrate factor loadings with more than 0.500, indicating the factor items extract sufficient variance from the factor. About 6.71% of its variance is explained with an eigenvalue of 2.684.

The third factor-legal- has an eigenvalue of 4.650 with 11.63% variance explained by the six items that loaded onto this factor. The top three statements of the factor are "I believe fast food restaurant need to respond sincerely to customers' complaints" with loadings = 0.786, "I prefer buying products from fast food restaurant that gives true product labelling information" with loadings = 0.677 and "I believe fast food restaurant need to listen attentively to customers' complaints" with loadings = 0.622.

The fourth factor-ethical- contains seven statements that have loadings of more than 0.500 and that explain 5.46% of the variance, with an eigenvalue more than 1.00(2.183), evincing all factor items do contribute more to the explanation of variances in the factor. The factor loadings as follows; I believe the fast food restaurant is socially responsible

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(loadings = 0.831), "I am aware that fast food restaurant shows a high concern on environmental degradation" (loadings = 0.814), "I sure that fast food restaurant has a sense of responsibility to customer's health" (loadings = 0.713), "I believe that fast food restaurant assures that the food that consumers buy is safe" (loadings = 0.709), "I believe that fast food restaurant acts responsibly to combat obesity" (loadings = 0.692), "The fast food restaurant establishes a safe dining environment for customers"(loadings = 0.521) and "I am confident that a fast food restaurant is considering the customer's health" (loadings = 0.506).

The last factor-philanthropic- has an eigenvalue of 8.717 with 21.79% variance explained by all items that loaded onto this factor. The factor item loadings range from 0.501 to 0.854. The first statement refers to the item, "The fast food restaurant needs to perform community service" and the latter represents "The fast food restaurant makes significant contributions to the society".

Table 4: Factor Loadings Result

Statements	Loadings
Fast food's product safety, nutrition and health choice	
I consider the long-term effects of my food choices.	.695
I concern about the health consequences of my food choices.	.766
I perceive that I am a health-conscious person.	.745
I am controlling the quantity of fast-food intake to avoid diseases associated with fast food consumption.	.679
I believe that consuming healthy foods will improve my overall health.	.528
I am knowledgeable about the impact of consuming unhealthy food.	.569
I am interested to find out more about healthy food offered by fast food.	.555
I believe that consuming healthy food is a preventive measure for certain illness.	.507
Consuming healthy foods in line with my food style.	.591
Economic	
The fast food restaurants need to contribute to national economic growth through profit-making.	.670
The fast food restaurant should continuously create economic value.	.626
The fast food restaurant should continuously work to improve its economic performance.	.679
The fast food restaurant offers good value for money meals to the customers.	.591
The fast food restaurant should aim to maximise its profit.	.607
The fast food restaurant needs to control the production cost-effectively.	.705
The fast food restaurant needs to control the production cost-efficiently.	.744
I believe CSR activities done by fast food restaurants boost up its sales.	.527
I believe every fast food restaurant have a plan to ensure long-term success.	.651
Legal	
I prefer buying products from fast food restaurant that comply with legal obligations for products safety.	.590
I prefer buying products from fast food restaurant that gives true product labelling information.	.677
I believe fast food restaurant need to listen attentively to customers' complaints.	.622
I believe fast food restaurant need to respond sincerely to customers' complaints.	.786
The fast food restaurants need to be interested with consumers rights.	.613
The fast food restaurants are obliged to provide the payment receipt to the customers.	.573
Ethical	
I am confident that a fast food restaurant is considering the customer's health.	.506
I believe that fast food restaurant acts responsibly to combat obesity.	.692

I sure that fast food restaurant has a sense of responsibility to customer's health.	.713
I believe the fast food restaurant is socially responsible.	.831
I am aware that fast food restaurant shows a high concern on environmental degradation.	.814
I believe that fast food restaurant assures that the food that consumers buy is safe.	.709
The fast food restaurant establishes a safe dining environment for customers.	.521
Philanthrophic	
I believe that the fast-food restaurant includes charity work in its business activity.	.526
I often see the fast food restaurant is actively involved with the local community.	.718
I know the fast-food restaurant commits to using a substantial portion of its profits to aid the communities where it does its business.	.718
The fast food restaurant is highly active to support the disadvantaged.	.768
The fast food restaurant plays positive role in the society.	.757
The fast food restaurant makes significant contributions to the society.	.854
The fast food restaurant involves with volunteerism activities within the society.	.779
The fast food restaurant engages actively in charitable activities.	.737
The fast food restaurant needs to perform community service.	.501

4.4 Multiple Regression Analysis

Multiple Regression Analysis explores the relationship between four CSR dimensions (i.e., economic, legal, ethical, and philanthropic) and fast food's product safety, nutrition and health choice derived from the EFA. Table 5 outlines the Multiple Regression Analysis result.

H_1 postulates whether the economic dimension positively effects Generation Z's perception of fast food's product safety, nutrition, and health choice. The results confirm that the hypothesis is supported as the significant value is smaller than 0.05 (Beta = 0.348, p-value < 0.05). H_2 predicts whether legal dimension positively effects Generation Z's perception of fast food's product safety, nutrition, and health choice. The significant value is significantly smaller than 0.05 (Beta = 0.109, p-value < 0.05). As such, Hypothesis 2 is also supported. H_3 postulates that does ethical dimension positively effects Generation Z's perception of fast food's product safety, nutrition, and health choice. The significant value is p = 0.020, (Beta = 0.117, p-value < 0.05), thereby supporting hypothesis 3. H_4 predicates that legal dimension positively effects Generation Z's perception of fast food's product safety, nutrition, and health choice. This study concludes that this hypothesis is accepted as the significant value demonstrates a significant result (Beta = 0.183, p-value < 0.05).

In addition, the proposed research framework for this study is significant as it manages to explain 27.7% (R^2 = 0.274) of fast food's product safety, nutrition, and health choice among Malaysian Generation Z.

Table 5: Multiple Regression Result

Model Summary					
R^2	.283				
Adjusted R^2	.274				
Durbin Watson	1.983				
Model	Beta	t	Sig	Tol.	VIF
Economic dimension	.348	6.374	.000	.740	1.351
Legal dimension	.109	2.137	.033	.853	1.173
Ethical dimension	.117	2.331	.020	.870	1.149

Philanthropic dimension	.183	3.504	.000	.814	1.229

5.0 Discussion

Theory of Stakeholder can support the findings of this study to explain how fast food restaurants create both social and financial value and the inseparable role of ethics and morality to meet their specific value proposition, such as to achieve the strategic alignment of their capabilities and young generation engagement. The findings also postulate that the young generation is looking for healthy substitutes which reveals a change in eating habits. Based on the findings, it was found that economic dimension has a significant positive relationship towards Generation Z's perception of fast food's product safety, nutrition, and health choice. Customers significantly prioritise food values such as price, safety, and taste. They may believe that fast food restaurants should offer product that comes with value (i.e., safe, nutritious, and healthy) as they are willing to pay for it.   Also, the young generation who are health conscious tends to buy nutritious and healthy food as they want to have a balanced diet that lower the risk of being obese. Hence, the findings recommended that fast food restaurants offer reasonable prices as this will affect young generation's buying behaviour. This is consistent with results from the study by Mahmood and Bashir (2020) and Rastini and Nurcaya (2019).

This study proves the young generation prefers to choose fast food restaurants that are socially responsible and comply with legal standards in offering safe and quality food. In addition, the relationship between the legal dimension and Generation Z's perception of fast food's product safety, nutrition and health choice was found to be significant. This study proves the young generation prefers to choose fast food restaurants that are socially responsible and comply with legal standards in offering safe and quality food. Fast food restaurants must ensure the legal requirements for food must be met to ensure its safety and quality. It should operate by law and regulations stipulated in the country to ensure it is legal and legitimate. Suppose fast food restaurants fulfil their legal obligation. In that case, the young generation will be confident to buy the products as the food safety and quality are assured.

Also, a significant positive relationship exists between the ethical dimension and Generation Z's perception of fast food's product safety, nutrition, and health choice. This demonstrates that the young generation expects the fast food restaurants to be ethical and show their concern about the customers' well-being. For instance, McDonald puts "nutrition and well-being" as the first focus element of CSR. The young generation expects CSR-conscious fast food to be ethical by focusing on developing and offering healthy and safe products to protect their well-being. The findings suggest that the young generation prefers to buy from fast food restaurants that are ethical than from those that are considered less ethical. The previous studies conducted by Chrisjatmiko and Margareth (2018) discovered fast food could build a positive image to consumers when it offers fresh and quality products and adds healthier menu options.

Finally, the research findings also discovered that the philanthropic dimension significantly effects Generation Z's perception of fast food's product safety, nutrition, and health choice. Embedding philanthropic CSR activities such as charity and volunteer work helps build fast food's image. The young generation values the fast food restaurants that perform nutrition-related corporate social responsibility initiatives such as food donations, industry-led fundraisers or provide funding or sports equipment to school. The education-oriented CSR initiatives by disclosing the nutritional information on the company website, social media or annual report help to make informed food choices and encourage them to consume healthy and nutritious food. The finding recommends the fast food restaurants to engage more with nutrition education activities on fast food choices as it favourable by the young generation. The nutrition activities could be in the form of educating the young generation about food choices and the impact on immediate and long-term health consequences. This finding parallels with the study conducted by Kent et al. (2020) and Kim and Ramos (2018).

6.0 Conclusion

The findings of this study provide essential information to the fast food manager to devise a sound CSR strategy to become a socially responsible business. This is because the young generation is more inclined and agrees with the values and practices of CSR. CSR initiatives are highly relevant for the fast food industry as they strongly impact public health. It is pertinent to find out the fast food restaurants' development of corporate policies and strategies shall be aimed to promote a healthy lifestyle based on healthy eating. The type of CSR contents can be in the form of nutritional facts of products, healthy eating habits and good exercise practices. Engaging all employees in social activities is essential to ensure consistent and reliable strategies and initiatives. These CSR activities must be widely published on their website or social media accounts to ensure the information is channelled to customers. As a result, it establishes a better perception of products offered by fast food restaurants and eventually achieves customer satisfaction. There are several limitations to this study: the scope of research only covered the Klang Valley area and the application of the data collection method, quantitative method. Future studies are recommended to conduct the study in a different regional context to compare these regional characteristics as it leads to new insights and explains similarities and differences of Generation Z's perceptions. Also, a qualitative method can be employed to explore the opinion and perceptions of Generation Z in-depth.

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Article Contribution to Related Field of Study

This paper makes a relevant contribution by filling the literature gap in CSR as previous studies have not widely examined the perception of Generation Z towards fast food product's safety, nutrition, and healthy choice by looking at CSR initiatives.

Authors Declaration

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