

Study on Generation Y Dining Out Behavior in Sabah, Malaysia

Marry Tracy Pawan

Juliana Langgat

Kamarul Mizal Marzuki

Faculty of Business
Economics and Accountancy
Universiti Malaysia Sabah
Sabah, Malaysia

Abstract

Dine out has become a famous trend which indirectly contribute to the booming of the foodservice industry in Malaysia. This trend has become one of the factors that need to be considered by the foodservice operators in order to enhance and maximize their sales. Apparently, this trend followed by most of the Generation Y's generation. Generation Y dines out and spent more than older generations and they has become the key market segment in the foodservice industry. They are adventurous in trying new foods and places with their unique and bizarre eating habit. The purpose of this study is to explore the factors that influence the Generation Y to dine out. Moreover, this study also identify the popular spot of dine out places as well as the types of foodservice establishments. The analysis utilized a sample collected in Kota Kinabalu, Sabah, Malaysia involving convenience sampling with self-administered survey. In general, the group of Generation Y is choosing casual type of restaurant as one of their preferred destination to dine in. The findings of this study are discussed to assist the foodservice operators to expand their market segment into this emergence market by considering price, facilities and additional value for product offered by

Keywords: Generation Y, dine out, behavior, foodservice

1. Introduction

Each generation has unique expectations, experiences, generational history, lifestyles, values, and demographics that influence their buying behaviors. Accordingly, many companies are reaching out to multi-generational consumers and trying to understand and gain the attention of these diverse buyers. Multi-generational marketing is the practice of appealing to the unique needs and behaviors of individuals within more than one specific generational group, with a generation being a group of individuals born and living about the same time. Generation Y are those who were born between 1977 and 1994 and are currently aged between 16 and 33. In Malaysia, Generation Y is equivalent to 26.9 percent of Malaysia's population. Generation Y have better spending power and are savvy consumers. In the food service industry, Generation Y is the key market segment due to their eating habits, lifestyle and also adventurous in trying new food.

Market research publisher, Packaged Facts released its "The U.S. Foodservice Landscape 2010: Restaurant Industry and Consumer Trends, Momentum and Migration" report that analyzes recent and future consumer habits and attitudes of millennial (Generation Y) surrounding dining out during the recession. According to the report, the restaurant users aged 18-34 are an industry sweet spot, with strong usage and usage frequency patterns across restaurant segments. Within the cohort, restaurant customers aged between 25 and 34 spend their most money at restaurants on a per meal basis, and also have the largest party sizes resulting in a total spend per visit that is 25 percent above the average. Likewise, healthy eaters and technology-savvy diners who utilize ordering technology spend more than average per visit and have higher party sizes. Generations Y is a prime target for a food service business particularly fast food industry. Past research from The NPD Group (2009) shown that Generation Y order more fast food than any other age group during non-meal times, after school and in the evening or midnight.

The marketers for fast food industry are targeting the Generation Y as their main customers. Most fast food restaurants used social media extensively to promote the company products as social media is the most popular communication medium for Generation Y.

In Malaysia itself, the rising income level have resulted higher purchasing power and disposable income to spend on various things that they might not able to afford previously such as eating out (Stewart et al, 2004 and Ishida, 2003). People with higher income are likely to spend more on good and service compare to people with lower income (Ishida et al, 2003, Nik Mustapha et al 2001, Lee, 1991). The increasing number of people dining out is also due to the development of the dining places. Nowadays, it is common people to dine out since there are many choices of eating venues available (Mihalopoulos & Demoussis, 2001). There are several choices of dining venues such as local food stalls, fast foods restaurants and fine dining. Young adults or mostly known as Generation Y has become a new market segment for marketers. They are the next generation after Baby Boomers and Generation X. They seek to create their own individual personality and form behavior patterns, attitudes, values and also their own consumptions patterns (Mokhlis, 2009).

Various authors have labeled the Generation Y as Millennial, Nexters and Nexus Generation (Zemke et al, 2000; Ng, 2006). The Generation Y has greater spending powers and tends to be major spenders of family income (Morton, 2002, Taylor & Cosenza, 2002). Hence, marketers are keen to target this group because they notice them as potential loyal customers both currently and in the future (Feldman, 1999). They will dominate the market and ignoring this promising market will be very risky for the companies. Therefore, in this study will identify the factors that influence the Generation Y to dine out.

2. Literature Review

Generation Y

Generation Y was born between 1998 and 1981. They're a generation nearly as large the Baby boomers. Besides being identify as millennial generation, millennial was also known as generation Y, Nexter and Nexus Generation (Zemke et al, 2000; Ng, 2006). Generation Y will be 26% – 30% of global consumer market, which implies Generation Y is an important business market segment globally. In another word, Generation Y can generate trillions dollar of business worldwide (Ang et al., 2009). In 2020, baby boomers generation will start to pass away, and generation Y will be the largest adult generation (Promar, 2001). Table 1.0 below shows the personal and lifestyle characteristics by generation.

Generation Y tends to be sociable, optimistic, talented, well educated, open minded and influential. There are number of generation Y behaviors that are different in statistically significant ways and will impact all of society. The key behaviors and preferences are those which are likely to become part of their lifelong culture. Generation Y expect much greater array of product and service selectivity. They have grown up with a huge array of choices and they believe that such abundance is their birthright.

According Drake-Bridgess and Burgess (2010) and Noble et al (2009), generation Y is a unique consumer group whose behavior is often discussed but not fully understood. This generation heavily influenced by technology and the internet, this consumer cohort has evolved differently from previous generations making it a challenging group to target (Lester et al, 2005). Generation Y are demanding consumer who expect more selectivity, personalization and customization in their products and service. Once generation Y does make their choices in products and services, they expect them to have as much as personalization and customization features as possible to meet their changing need, interests and tastes.

Table 1.0: Personal and Lifestyle Characteristics by Generation

	Veterans (1922-1945)	Baby Boomers (1946-1964)	Generation X (1965-1980)	Generation Y (1981-2000)
Core Value	Respect for authority Conformers Discipline	Optimism Involvement	Skepticism Fun Informality	Realism Confident Extreme fun Social
Family	Traditional Nuclear	Disintegrating	Latch-key kids	Merged families
Education	A dream	A birth right	A way to get there	An incredible expense
Communication Media	Rotary phones One-on-one Write a memo	Touch-tone phones Call me anytime	Cell phones Call me only at work	Internet Picture phones E-mail
Dealing with Money	Put it away Pay cash	Buy now, pay later	Cautious Conservative Save, save, save	Earn to spend

Source: Fairleigh Dickinson University Magazine, 2005

Generation Y are viewed “as a generation with very high buying power” as they have annual incomes totalling USD211 billion and spend USD39 billion per year. By year 2015 Generation Y will account for approximately USD2.45 trillion in annual spending. Therefore, businesses across all industries particularly food industry will need to know and appreciate the qualities and values of the Generation Y and being sensitive to their needs will be the key factor in expanding current businesses. In food service industry, Generation Y is the key market segment due to the eating habits and lifestyle. In addition, Generation Y is frequently eating out, having takeout food, to be more adventurous in trying new food and restaurant, besides seeking product of facilities that can fulfill the need of the generation.

Dining Out

Dining out is a popular topic for study, and can offer valuable insights to academics for cultural studies, tourism and hospitality, marketing and home economics. In the study by Warde & Martens (2000), they conducted semi structured interviews, surveys and questionnaire with different group of participants. Based on their finding, there are several reasons to eat out: pleasure, leisure and necessity. Socializing and celebrating special occasion were frequently mentioned and contribute to the “leisure” and “fun” part of dining out behavior.

Warde and Martens (2000) defined dining out as the consumption of all foods taking place outside one’s own household. A study shows that eating out or meals purchased away from home in United States has increased. Eating out has become more convenient rather than prepare food at home (Lee & Tan, 2006). One of the reasons is because they want to save their time and energy after they finish working. They are exhausted; therefore they do not want to cook for themselves (Binkley, 2005). Steward (2006) examined American’s preference for dining out food, frequency of dining out, health concern by employing interview and surveys with 700 participants. They found that U.S consumers want convenience and enjoyable dining experience but also a desire for healthy food. Besides that, Kant and Graubard (2004) explored the trends and nutritional correlates of eating out behavior of American. Based on the study, they found out that higher eating frequency was associated with health and nutritional consequences. Consumers are very conscious about the healthiness of the food that they take.

3. Methodology

3.1 Study Context

Kota Kinabalu City is the state capital of Sabah and the hub of tourism in Malaysian. Tourists from around the world use Kota Kinabalu as the jump-off point for nearby attractions, islands, and national parks. Over the years, tourists have boosted the economy of the city. Local businessman and fast food chains have taken this opportunity to cater the food source that serves the tourist taste and local people. There are innumerable outdoor food carts selling cheap, albeit tasty, snacks along waterfront. The several chains of fast food restaurants housed inside malls in Kota Kinabalu are also good options for gorging on filling snacks and mini-meals for tourists and city folks.



Targeted population for this study is Generation Y who residing in and around Kota Kinabalu. Kota Kinabalu was chosen for this study because the location can be considered to be most urbanized part of Sabah where the important economic activities in the city are education, business and tourism. Furthermore, there is a mixture of different ethnics that can present overall picture or characteristic of Sabah population. Since it is easy to access the student and youth community (Generation Y), this area was chosen for data collection.

3.2 Sampling and Instrument

The intention of this study is to investigate the Generation Y dining out pattern in Kota Kinabalu. Convenience sampling were used by ensuring the information obtained would base upon the visitors actual experiences and self-reported experienced through questionnaire survey as mean of information gathering. A quantitative approached were applied in order to develop the questionnaire. The questionnaire is adopted from Warde and Marten, 2000. Section A and B was designed using nominal scales focuses on the respondent's demographic profile like age, gender, marital status, ethnicity, education level and household income whereas ten questions were used in Section B in order to identify the Generation Y eating habits. Ten questions were created in Section C which identifying the respondent's dining out behavior. In looking on the respondent's social eating behavior, eight questions were used in Section D. Meanwhile, seven questions in Section E were used to identify the respondent's feedback on price and value, nine questions also used in Section F to identify the respondent's healthy choice preference while dine out. Section G, H and I were designed to identify the respondent's convenience preferences, emotional eating and dining information sharing on social network. These seven sections require respondents to indicate their level of agreement on five types of Likert scales ranging from one (1) with "strongly disagree" to five (5) with "strongly agree".

3.3 Data Collection

The survey was conducted in public places for the period of three weeks in Kota Kinabalu City by using purposive sampling whereas the respondents age ranging between 16 to 33 years old. While answering the questionnaire, each of the respondents was briefed about the confidentiality and anonymity through the information sheet attached with the questionnaire. With the positive feedback and no obvious problems, 310 questionnaires were able to be collected. The questionnaires were coded and keyed using Statistical Package for Social Sciences (SPSS) Version 20. The reliability test (Cronbach's Alpha) was undertaken on Section C, D, E, F, G and H separately and result showed that the instrument and items used was reliable with coefficient alpha value at 0.78 for section C, 0.80 for section D, 0.75 for section E, 0.89 for section F, 0.79 for section G and 0.82 for section H.

4. Result and Discussion

4.1 Respondent Profile

In this study, the respondents were divided in socio-economic profile including gender, age, ethnicity, marital status, income and occupation as illustrated in table below. Table 2 shows most of the respondents age falls between 22-24 years old which amounts to 80.2 percent (n=247). 9.4 percent which consists of 29 respondents are those who are between 25-27 years old. Meanwhile, 3.65 percent (n=11) of the respondents age falls between 28-30 years old, 2.9 percent (n=9) respondents are age between 16-18 years old, 2.6 percent (n=8) respondents are 19-21 years old and 1.3 percent (n=4) respondents are among those who age 31-33 years old. Based on the figure, it shows that majority Generation Y that has been involved in this study are among those who age 22-24 years old. Most of them are the university students and the respondents of this study were achieved as it is focusing on Generation Y.

Female respondents represent 68.2 percent (n=210) while the male is 31.8 percent (n=98) respondents of this study. Kadazan ethnicity has the largest population having amount of 26.6 percent respondents (n=82). Meanwhile, second largest ethnicity are Malay which consists of 19.8 percent (n=61) of the respondents, 13.3 percent (n=41) of the respondents are Dusun, 12.3 percent (n=38) of the respondents are Bajau, 10.1 percent (n=31) of the respondents are from others ethnic, 9.7 percent (n=30) of respondents are Chinese, 5.2 percent (n=16) are Murut and 2.9 percent (n=9) are Indian. Table 1.3 shows that 89.5 percent (n=276) respondents are single and 10.4 percent (n=32) are married. As for income, 31.5 percent (n=97) of respondents earning of RM500-RM1000 as their income. Besides that, 24 percent (n=74) of respondents earning of RM1001-rm1500 while 18.2 percent (n=56) of respondent earning of RM1501-RM2000. As shown in Table 1 also shows that the majority of respondents hold Bachelor Degree with 72.4 percent (n=223) respondents whilst Diploma holder with 15.6 percent (n=48) respondents and 12 percent (n=37) respondents are from secondary school.

Table 2: Respondent Profile

		Frequency	Percent
Gender	Male	98	31.8
	Female	210	68.2
Age	16 – 19 year	9	2.9
	20 -24 year	255	82.8
	25-30 year	40	13.0
	More than 30 year	4	1.3
Ethnicity	Malay	61	19.8
	Chinese	30	9.7
	Indian	9	2.9
	Kadazan	82	26.6
	Bajau	38	12.3
	Murut	16	5.2
	Dusun	41	13.3
	Others	31	10.1
Marital Status	Single	276	89.6
	Married	32	10.4
Income Profile	>RM500	55	17.9
	RM500-RM1000	97	31.5
	RM1001-RM1500	74	24.0
	RM1501-RM2000	56	18.2
	RM2001-RM2500	26	8.4
Educational Level	Secondary School	37	12.0
	Certificate/Diploma	48	15.6
	Bachelor Degree	223	72.4

4.2 Respondent Dining Out Pattern

From the analysis for respondents dining out pattern, the normal eating habits, most of the respondents take two meals per day which consists of 53.9 percent (n=166) of the respondents. 27.3 percent (n=84) of respondents consume three meals per day and 12.3 percent (n=38) of respondents consume a meal per day. Meanwhile, 6.5 percent (n=20) of respondents take more than four meals per day. Mostly of the respondents dine out more for lunch which indicate 46.4 percent (n=143) of the respondents. 35.4 percent (n=109) of the respondents are likely to dine out for dinner and 11.7 percent (n=36) of the respondents dine out more for breakfast. However, 6.5 percent (n=20) of the respondents dine out most for supper (Table 3).

Table 3: Respondent Dining Out Pattern

Variables	Frequency	Percentage
Normal Eating Habit		
• 1 meal per day	38	12.3
• 2 meals per day	166	53.9
• 3 meals per day	84	27.3
• More than 4 meals per day	20	6.5
Meal eat out most		
• Breakfast	36	11.7
• Lunch	143	46.4
• Dinner	109	35.4
• Supper	20	6.5
Frequency eat out per each week		
• 1 time	9	2.9
• 2-5 times	155	50.3
• 6-10 times	115	37.3
• More than 10 times	29	9.4
Type of restaurant visit the most		
• Fast Food	157	51.0
• Kopitiam	29	9.4
• Hawker Food	20	6.5
• Seafood Restaurant	29	9.4
• Fine dining	9	2.9
• Family Style	64	20.8
Average Price per meal		
• Less than RM5	49	15.9
• RM6-RM10	89	28.9
• RM11-RM15	72	23.4
• RM16-RM20	40	13.0
• RM21-RM25	27	8.8
• More than RM25	31	10.1
The person dine out with		
• Alone	20	6.5
• Family Members	32	10.4
• Friends	212	68.8
• Colleagues	44	14.3
Time spend for session when dine out		
• Less than 15 minutes	9	2.9
• 30 minutes	58	18.8
• 45 minutes	109	35.4
• 1 hour	1	0.3
• More than 1 hour	131	42.5

Majority of the respondents dine out at least 2-5 times each week indicate of 50.3 percent (n=155) of the respondents. Around 37.3 percent (n=115) of respondents dine out for 6-10 times each week and 9.4 percent (n=29) of respondents dine out more than 10 times each week. Only 2.9 percent (n=9) respondents dine out one time only for each week. Fast food restaurant is the most frequently location that the respondents visit which consists of 51 percent (n=157) of respondents. The second type of restaurant visit the most by the respondents is family style restaurant which indicate 20.8 percent (n=64) of the respondent. Meanwhile, 9.4 percent (n=29) of the respondents are likely to visit Kopitiam and seafood restaurant. 6.5 percent (n=20) of the respondent visit hawker food and 2.9 percent (n=9) of respondents visit fine dining restaurant the most.

Most Generation Y are likely to spend around RM6-RM10 per meal which indicate 28.9 percent (n=89) of the respondent. Only 8.8 percent (n=27) are spend around RM21-RM25 for their meal. Furthermore, this generation frequently to dine out with their friends which is shown in table where 68.8 percent (n=212) of the respondent s choose friends as their dining out companion. Moreover, they are like to spend more than one hour for session when dine out. This was indicate by the 42.5 percent (n=131) of the respondents spend more than one hour for a session when dine out.

4.3 Factors Influence To Dine Out

Social Eating Behavior Factor

From the descriptive statistics (as shown in Table 4), the higher magnitude of mean scores indicate the majority of the respondents agreed that they went to the restaurant with their friends ($M = 4.30$, item 1). The respondents also informed that they went to the restaurant with their family ($M = 4.16$, items 2) and basically they went out to have a conversation with their friends ($M = 3.98$, items 3). Furthermore, the respondents agreed that dining out is one of the enjoyable activities of their life ($M = 3.77$, items 4) and they usually dine out for entertainment with their family and families members ($M = 3.75$, items 5). Meanwhile, majority of the respondents dine out at the restaurant that have internet access ($M = 3.29$, items 6), dining out is a pleasant activity for them ($M = 3.23$, items 7) and they went to the restaurant to watch sport displays on large screen ($M = 2.78$, items 8). Through this analysis, can be confirmed that this group of generation like to be part of the group during dine out.

Table 4: Social Eating Behavior Factor

No.	Item	Mean
1	I go to the restaurant with my friends.	4.30
2	I go to the restaurant with my families.	4.16
3	I dine out to have a conversation with my friends.	3.98
4	Dining out is one of the enjoyable activities of my life.	3.77
5	I usually dine out for entertainment with my family and families members.	3.75
6	I usually dine out at the restaurant that have internet access	3.29
7	Dining out is a pleasant activity to me.	3.23
8	I dine out to watch sport displays on big screen.	2.78

Price and Value

As shown in the Table 5 below, the respondents agreed that getting very good quality of food is very important to them ($M = 4.18$, item 1) and they really look carefully to find the restaurants for the best value for money ($M = 4.01$, items 2). Thus, they also agreed that less expensive restaurants are usually their choice ($M = 3.87$, items 3) and they went to the restaurant that have special offers as much as possible ($M = 3.86$, items 4). Generally, they usually try to dine at places that have the overall food quality ($M = 3.83$, items 5) and they agreed that the higher the price of a restaurant, the better its food quality ($M = 3.23$, items 6). The respondents also agreed the more expensive restaurant are usually their choices ($M = 2.74$, items 7). This Generation Y can be very particular in choosing the place to dine out where they are expecting the value for the money that they spent.

Table 5: Price and Value Factor

No.	Item	Mean
1	Getting very good quality of food is very important to me.	4.1883
2	I look carefully to find the restaurants for the best value of money.	4.0195
3	Less expensive restaurants are usually my choice.	3.8701
4	I go to restaurants that have special offers as much as possible.	3.8636
5	In general, I usually try to dine at places that have the overall food quality.	3.8312
6	The higher the price of a restaurant, the better its food quality.	3.2370
7	The more expensive restaurants are usually my choices.	2.7435

Healthy Choice

As shown in the Table 6 below, majority of the respondents choose to dine out at the restaurant that offer healthy menu ($M = 3.45$, items 1) and they also agreed that when choosing fast food, they pick a place that offers healthy foods ($M = 3.37$, items 2). The respondent also concern on healthy foods to prevent them from heart disease ($M = 3.27$, item 3) and they are very conscious of how much fat is in the food ($M = 3.27$, items 4). The result also shown that, the respondents are carefully watch the portion sizes of their foods ($M = 3.27$, items 5) and they reduce fat in recipes by substituting ingredients and cutting portions ($M = 3.23$, items 6). The respondents also agreed that they have at least three to four servings of vegetables per day ($M = 3.21$, items 7), they choose low-fat food products when dine out ($M = 3.17$, items 8) and they eat meatless meals from time to time because they think that is healthier for them ($M = 3.05$, items 9). Beside of being very particular in choosing the places to dine in, this generation also very particular in choosing of what they want to consume. They are more preferred to have healthy meal for their consumption.

Table 6: Healthy Choice Factor

No.	Item	Mean
1	I choose to dine out at the restaurant that offer healthy menu.	3.45
2	When choosing fast food, I pick a place that offers healthy foods.	3.37
3	I choose healthy foods to prevent heart disease.	3.27
4	I am very conscious of how much fat is in the food	3.27
5	I carefully watch the portion sizes of my foods	3.27
6	I reduce fat in recipes by substituting ingredients and cutting portions.	3.23
7	I have at least three to four servings of vegetables per day.	3.21
8	I choose low-fat food products when dine out	3.17
9	I eat meatless meals from time to time because I think that is healthier for me.	3.05

Convenience

From the Table 7 below, it shows that the respondents agreed that as for convenience they choose the restaurant that can be easily access ($M = 3.74$, item 1) and worth their time to dine out ($M = 3.65$, items 2) whereas they went to the restaurant that near to their house ($M = 3.33$, items 3). Majority of the respondents agreed that they eat out because it is more convenience than eating at home ($M = 3.09$, items 4) and they would rather buy takeout food and bring it home than cook ($M = 2.79$, items 5) as some of the respondents are hate to cook ($M = 2.31$, items 6). This Generation Y choose convenience to be part of their factors why they are choosing to dine out as they think that it is easy and save time to dine out instead of preparing their meals at home.

Table 7: Convenience Factor

No.	Item	Mean
1	Restaurant can be easily access	3.74
2	It's worth my time to dine out	3.65
3	The location of the restaurant that I go near to my house	3.33
4	I eat out because it is more convenience than eating at home.	3.09
5	I would rather buy takeout food and bring it home than cook.	2.79
6	I hate to cook.	2.31

Emotional Eating

As shown in Table 8 below, the respondents emotions affect what and how much they eat ($M = 3.52$, item 1) and when they are in a bad mood, they eat whatever they feel like eating ($M = 3.37$, items 2). Thus, the respondents also agreed that they dine out for comfort ($M = 3.30$, items 3) and if they are bored, they will take snack more ($M = 3.26$, items 4), they also associate success with food ($M = 3.21$, items 5) and they also dine out when they are upset ($M = 2.98$, items 6). Emotions can play a main factor in having what to eat and how much this generation can eat in one visit during dine out.

Table 8: Emotional Eating Factor

No.	Item	Mean
1	My emotions affect what and how much I eat.	3.52
2	When I am in a bad mood, I eat whatever I feel like eating.	3.37
3	I dine out for comfort.	3.30
4	If I am bored, I will take snack more.	3.26
5	I associate success with food.	3.21
6	I dine out when I am upset.	2.98

The highest factors that influence this Generation Y to dine out were led by social eating behavior ($M = 4.30$) whereby as long as they have companion or a group of friends they definitely will dine out together. Price and value ($M = 4.18$) has become the second important factor for this generation to dine out. Majority the respondents mentioned that they went to dine at the less expensive restaurant that provide valued for their money. Convenience ($M = 3.74$) were ranked as number three factor as this generation prefer to dine in the restaurant that is easy to be accessed and worth their time. On top of that, emotional eating ($M = 3.52$) factor were ranked number four and the respondents informed that their emotions affect what and how much they eat. Furthermore, healthy choice ($M = 3.45$) factor were ranked as the last one with majority of the respondents posited that they choose to eat healthy foods to prevent any sickness.

5. Conclusion

Dining out is not a new phenomenon in Kota Kinabalu, however there is a need to understand the demand from the Generation Y. Generation Y gives a huge impact to the foodservice industry in Kota Kinabalu. Based on the study, it shows that generation Y is very particular in choosing their dine out places where they will consider more about the social factor, price and value. The foodservice industry has to attempt the demands and needs of this millennial generation as they are one of the important consumers in foodservice industry. Fast food restaurant seem to be one of the main venue for this generation to socialize with their friends and also the prices of the meals offered. They prefer to dine in the fast food restaurant due to the accessibility and convenience. Furthermore the meals offered in this quick service restaurant are being ready prepared and ready to be served. Besides that, the massive advertisement and promotion by this type of foodservice establishment also had influenced and attract this group. In facts, the restaurant also came out with their pricing strategy to capture the attention of this generation to dine in and patronized their restaurant. A clear understanding of the Generation Y dining out behavior will enable the foodservice operator to have better understanding in the market segment for more targeted sales, advertising and promotion. With this understanding, the foodservice operators will be able to serve the Generation Y better by fulfilling their needs and wants.

References

- Binkley, J. (2005). The Effect of Demographic, Economic and Nutrition Factors on the Frequency of Food Away From Home. *American Agriculture Economic* .
- Drake-Bridges, E. B. (2010). Personal preferences of tween shoppers. *Journal of Fashion Marketing and Management* , 14, 624-633.
- Ishida, A. S. (2003). Changes in Food Consumption Expenditure in Malaysia. *Agribusiness* , 61-76.
- Kant., A. &. (2004). Eating out in America. *Preventive Medicine* , 243-249.
- Lee, K. (1991). The Fast Food Market: A study of Buying Behavior and Restaurant Image. *Malaysian Management Review* , 58-67.
- Lester, D. F. (2005). Internet shopping behavior of college students. *Services Marketing Quarterly* , 123-138.
- Ng, E. S. (2010). What women and ethnic minorities want: work value and labour market confidence, A self-determination perspective. *International Journal of Human Resource Management* .
- Nik Mustapha, R. A. (2001). Demand and prospects for Food in Malaysia. *Universiti Putra Malaysia Press* , 149-160.
- Noble, S. D. (2009). What drives college-age Generation Y consumers? *Journal of Business Research* , 617-628.
- Sekaran, U. (2003). *Research Methods for Business*. New Jersey: McGraw Hill.
- Stewart, H. N. (2006). Let's eat out: Americans weigh taste, convenience, and nutrition. *Economic Inf Bull*
- Stewart, H., N. B. (2004). The Demand for Food Away From Homes: Full Service or Fast Food?
- Warde, A. &. (2000). *Eating out: Social differentiation, Consumption and Pleasure*. Cambridge University Press .
- Zemke, R. R. (2000). Generation at work: Managing the clash of veteran, boomers, Xers and Nexters in your workplace. *American Management Association* .