

# Fast Food Consumption on Students' Buying Impulsivity

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## Research Article

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# Abstract

Fast food consumption has become a significant aspect of senior high school students' lifestyles, often associated with impulsive purchasing behavior. However, its specific influence on the buying patterns of Grade 12 students remains insufficiently investigated. A descriptive-correlational research design was utilized, targeting 116 Grade 12 students from Mapúa Malayan Colleges Mindanao, selected through stratified random sampling. Data were collected using a validated 18-item questionnaire focusing on fast food consumption factors and impulsive buying behavior, administered online with prior institutional approval. The findings reveal that taste, convenience, and satisfaction significantly influence fast-food consumption among Grade 12 students at Mapúa Malayan Colleges Mindanao, with taste receiving the highest mean rating (4.457). Similarly, impulsive buying, fast food chains, and promotional signage strongly impact buying behavior, with a moderate positive correlation ( $r = 0.558$ ,  $p < .001$ ) observed between fast-food consumption and impulsivity. These results highlight the role of fast-food factors in shaping consumer habits, aligning with prior studies emphasizing taste, accessibility, and marketing strategies. The study reveals that taste, convenience, and satisfaction drive fast-food consumption, significantly influencing impulsive buying behavior among students. It highlights the importance of fostering financial awareness and self-control to mitigate impulsive spending and suggests exploring broader demographic factors to better understand student purchasing decisions.

## 1. Introduction

### 1.1 Overview and Problem of the Study

In today's fast-paced, convenience-driven world, fast food has become an integral part of student life, especially among senior high school students. Impulse buying, defined as unplanned, emotion-driven purchasing, often occurs without careful deliberation, as consumers are swayed by attraction rather than logic (Darmawan & Gatheru, 2021). This study, conducted at Mapúa Malayan Colleges of Mindanao (MMCM), focused on grade 12 students in an urban environment with abundant access to fast-food outlets, aiming to explore how such easy access and frequent consumption patterns influenced students' impulsive buying behavior—a growing area of concern in understanding youth consumer habits.

In the global context, Le Thi Hai Ha et al. (2024) This study conducted in Vietnam explores the rising trend of fast-food consumption in Vietnam and how it influences students' impulsive buying behavior on social media. A quantitative analysis identified four main factors influencing students' impulsive online fast-food purchases, clarifying why these habits occur frequently. offering fast food companies, a way to better understand and potentially address these consumer behaviors. Azul et al (2023) The study conducted in Polytechnic University of the Philippines indicates that enjoyment is a strong predictor of shopping attitudes, Fast food purchasing is associated with higher levels of impulsivity. Emotional motivations significantly influence purchasing decisions and impulsive buying behavior. Understanding the factors behind impulsivity can enhance strategies for managing consumer fast food consumption. Lastly, Abay abay et al. (2024) This study conducted in University of Mindanao Davao City investigates the relationship between impulse buying behavior and pricing preferences among consumers in Davao City, revealing that pricing significantly influences impulsive fast-food purchases. The research underscored pricing's significant role in impulsivity, which was relevant to our study on students' fast-food consumption, indicating that pricing may have similarly affected their impulsive buying behaviors.

The reliance on non-probability convenience sampling and limited sample sizes in existing research highlighted the need for more focused investigations within specific student populations, particularly Grade 12 students. Additionally, there was an opportunity to further investigate impulsive buying behavior specifically in the context of fast-food consumption among this group. By fulfilling these gaps, this study sought to enhance understanding of impulsive buying among Grade 12 students and provide insights that could inform strategies for managing impulsive purchasing behavior effectively.

### 1.2 Theories and Related Literature

#### 1.2.1 Theories

##### **Consumer Behavior Theory**

Consumer Behavior Theory by Neumann and Morgenstern (1944) was a key concept in microeconomics that explored how individuals made decisions to allocate their resources, like time and money, among various goods and services. It emphasized utility maximization, suggesting that consumers aimed to derive the most satisfaction from their purchases given their budget constraints. Various models such as cognitive, behavioral, and psychodynamic approaches offer different perspectives on purchasing decisions (von Neumann & Morgenstern, 1944).

This theory was especially relevant in understanding students' purchasing behavior, particularly when it came to fast-food consumption. Factors like price, taste, convenience, and social influences played pivotal roles in their decision-making process. By applying this theory, fast-

food businesses can align their marketing strategies to better meet the needs of student consumers, ultimately enhancing their satisfaction and loyalty (Arnould, 2005).

### ***Self-Regulation Theory***

Self-Regulation Theory examined how individuals manage and control their thoughts, emotions, and behaviors to achieve personal goals, often by resisting immediate temptations (Baumeister, 2002). This theory suggested that impulsive buying happens when self-regulation fails, especially under stressful or tempting conditions (Hofmann et al., 2008). In the context of fast food, sensory cues such as appealing visuals and enticing smells can overwhelm students' self-control, leading them to make impulsive purchases (Vohs & Faber, 2007). Students facing academic stress may also experience weakened self-regulation, making it harder to resist convenient, appealing food options (Tice et al., 2001). Thus, Self-Regulation Theory helps explain why students, despite knowing the drawbacks, may still impulsively buy fast food due to diminished control in high-stimulus environments.

#### ***1.2.2 Related Literature***

### ***Factors Influencing Fast Food Consumption Among Students***

A study conducted by Bondoc et al. (2019) identified six key factors influencing fast food consumption among students namely, vices, assistance from others, injuries and bullying, hygiene, active lifestyle, and diet. Furthermore, taste, brand reputation, accessibility, location, price, ambiance, hygiene practice, variety, promotional offers, and timely service significantly (all P values < 0.05) increased intakes of fast food in students (Saha et al., 2021). Another research by Islam and Ullah (2022), conducted about factors which affects consumers' preferences on fast food items which also has an impact of their consumptions of these foods; it show that the consumers give most importance on brand reputation of the food followed by nearness to receive and accessibility, similar taste with their previous experience, cost and quality relationship, discount and taste, cleanliness and hygiene, salesmanship and decoration, fat and cholesterol level, and self-service. Four factors (food quality, service quality, price, and atmosphere of a restaurant) positively influence customer satisfaction, revisit intention, and likelihood has a positive influence on customer revisit intention and likelihood of recommendation for both types of restaurants (Chun & Nyam-Ochir, 2020). A related study conducted by Kannan et al. (2023), suggests that environmental factors, such as ease of access to fast food, significantly impact students' eating behaviors, especially when they are pressed for time due to academic commitments.

Additionally, research study of Prajapati (2021) indicated students often consume fast food due to its affordability, convenience, and taste, with a notable percentage of respondents acknowledging that they find fast food prices to be moderate and affordable. Price, taste, convenience, and advertisements as the main factors influencing fast food consumption patterns (Tunde, 2023) as study stated that a substantial percentage of students in Malaysia consume fast food primarily due to their snacking habits and meal-skipping tendencies. Furthermore, the attractiveness of fast food, including its presentation and the overall dining environment, plays a crucial role in students' choices (Qin et al., 2024). Moreover, fast food consumption has become prevalent among the youth, driven by factors such as convenience and affordability, especially for students studying away from home (Ahmed & Dwivedi, 2024). According to Arslan et al. (2022), it revealed that despite awareness of the health implications, many students continue to consume fast food due to its perceived benefits, such as taste and convenience.

There is also a relationship between perceived stress levels and fast-food consumption among female students; high-stress level often correlates with increased fast-food intake (Karimi et al., 2019), as one of the causes which will turn them end up consuming fast foods. Similarly, AlJaber et al. (2019) have confirmed three hypotheses: freshman would have higher stress levels than sophomores and junior, the spread of fast-food restaurants increases the chance for students to eat unhealthy foods, and the students who have high stress levels would eat more unhealthy foods than students who have low stress levels. Aligned results from the study of Elsalem et al. (2020) found that students' eating habits changed during examination periods, along with tending to consume more fast food due to time restrictions and stress. Also, the fast foods ensure for important features such as easy availability, tastes good, convenient, and has friendly- packing than the traditional food items which is why the ratio of fast-food habitats in younger and adolescents are highly increasing in compare to the older (Rajini et al., 2021). Lastly, a research study conducted by Mokhtar et al. (2020) stated that fast food industry has been growing rapidly which is the trend of consuming fast food continues to grow at a rapid rate especially among students.

Convenience, price, and reputation are the main reasons why students consume fast food, and aspects like accessibility, discounts, and cleanliness contribute to its attraction. Due to time constraints, students frequently select fast food, especially during stressful times like examinations when convenience takes priority. Fast food selections are also greatly influenced by peer pressure, stress, and the need for instant satisfaction. These outcomes are relevant to the study as they shed light on how outside factors influencing fast food intake might increase the tendency for impulsive purchases among students.

### ***Impulsive Food Purchases Among Students***

There is considerable need to investigate consumer impulse buying, defined as episodes in which “a consumer experiences a sudden, often powerful and persistent urge to buy something immediately” (Rook 1987, p. 191 as cited by Iyer et al., 2019). Various studies have explored the interplay between personality traits, self-esteem, and impulsive buying tendencies among students, Vujović et al. (2024) highlights that students with a higher level of self-esteem are less impulsive consumers and make their purchase decisions thoroughly and sensibly was confirmed by Verplanken et al (2005 as cited by Vujović et al., 2024). Most consumers tend to buy impulsively regarding food and beverage products. The findings of the study by Sheoran (2024) further reveal that consumers make impulsive purchases based on specific choices, preferences, or attachments to brands without considering the brand’s features or other characteristics. Moreover, the impact of branding strategies on impulsive buying has been explored, with De Vries and Fennis (2019) demonstrating that local food brands tend to promote higher levels of buying impulsivity.

Notably, according to Febriandika et al. (2024), self-control can reduce impulsive buying tendencies, which means that the higher the self-control ability, the lower the possibility of making impulse purchases. Impulsive food purchases among students are influenced by various factors, including marketing strategies and psychological triggers. Khan et al. (2019) highlight that sales promotions significantly alter buyers' perceptions and impact their purchase decisions. Similarly, Falebita et al. (2020) assert that advertising possesses a strong ability to influence consumer behavior, leading to shifts in purchase intentions. The environment in which students shop also plays a crucial role; Gogoi and Shillong (2020) emphasize that factors like the store atmosphere and emotional state can trigger impulsive buying behaviors. Furthermore, Kumar et al. (2020) note that psychological factors deeply influence purchase decisions, often leaving consumers questioning their motivations after a purchase. Lastly, Ding et al. (2020) suggest that understanding the mental triggers behind purchasing decisions is essential, indicating a strong link between consumer psychology and marketing strategies.

In the context of the ongoing pandemic, consumer behavior has undergone significant changes. Sheth (2020) observes that uncertainty stemming from the pandemic has prompted individuals to adopt a more planned and informed approach to consumption. However, the allure of impulsive purchases remains strong, particularly through digital platforms. Le (2024) finds that marketing stimulation positively impacts students' impulsive buying behavior of fast food on social networks, suggesting that online marketing strategies effectively capture this demographic's attention. Malter et al. (2020) contribute to this understanding by examining impulsive buying from multiple perspectives, including emotional resources and the effects of advertising. Additionally, Gogoi and Shillong (2020) point out that unexpected needs and visual stimuli can stimulate impulse purchases, further underscoring the complexity of factors influencing student consumers.

Overall, the literature emphasizes the multifaceted nature of impulsive food purchases among students. The intersection of marketing strategies, psychological triggers, and external circumstances, such as the pandemic, shapes students' purchasing behaviors. Understanding these dynamics is crucial for developing effective marketing approaches aimed at this demographic, as it can lead to better targeting and potentially influence healthier food choices among students. This synthesis not only highlights the relevance of impulsive buying in the context of food purchases but also calls for further research to explore interventions that could mitigate unhealthy impulse buying behaviors.

### ***Influence of Impulsive Buying Traits on Fast Food Purchasing Behavior***

Impulse buying is when buyers make unplanned purchases that sometimes leave them satisfied or dissatisfied (Sheoran, 2024). Impulsive buying is a sudden, unplanned purchase that the consumer makes without thinking about the consequences (Kurt et al., 2022). Despite being aware of the negative effects of buying, there is an enormous desire to immediately satisfy your most pressing needs (Meena, 2018 as cited by Rodrigues et al. 2021). Price is more likely to influence impulsive buying behavior than other external factors; low prices, promotions, and discounts can also stimulate customers to buy impulsively (Xu, 2014 as cited by Hai Ha 2024). Individuals with higher impulsive buying are more likely to make spontaneous purchases, suggesting that similar traits could apply to fast food consumption, where convenience and immediate indulgence are significant factors (Silva et al., 2021). Impulsive consumers can be more vulnerable to the quick excitement and convenience advertising strategies used by fast food chains.

Another study by Didarloo et al. (2022), examined the factors influencing fast food consumption among university students wherein it highlighted that subjective norms and knowledge significantly predict students' intentions to consume fast food. Both enjoyment and depression were significantly and positively associated with users' impulse buying (Chen et al., 2022). The results indicated that students may consume fast food with greater frequency when they are around peers who match their consumption habits. Most consumers tend to buy impulsively regarding food and beverage products (Sheoran, 2024). The phenomenon is interesting because it is not only prompted by a variety of internal psychological factors but also influenced by external, market-related stimuli (Iyer et al., 2019). This supports the notion that fast food consumption can rise as a result of impulsive buying behaviors, especially in younger populations who are more open to these influences. Impulse buying was positively associated with impulse buying tendency, impulsive personality trait and urge to buy and that impulsive traits of the consumer directly lead to impulse buying (Hussain & Siddiqui, 2019).

Consumers make impulsive purchases based on specific choices, preferences, or attachments to brands without considering the brand's features or other characteristics (Sheoran, 2024). Additionally, a research study by Mokhtar et al. (2020), investigates the prevalence of fast-

food consumption among undergraduates in Malaysia which indicated that promotional strategies significantly influence students' purchasing decisions, admitting that discounts and promotions work well to promote fast food sales. The study of Hussain and Siddiqui (2019) examines the influence of impulsive personality traits and store environments on impulse buying in Karachi wherein it shows how crucial the fast-food environment is, as the design, advertising, and visual cues can all lead to impulsive purchasing, especially for students who frequently visits these places. Consumer impulse purchase with attributes such as cleanliness and arrangement of product has a relative impact on impulse buying (Hussain & Siddiqui, 2019). Impulsive buying is more present in terms of menu selection and extraordinary experiences due to various factors such as service and influences from the environment (Baiche & Milanovic, 2023). Overall, students may consume more fast food given that they value convenience and gratification over long-term financial concerns.

The concept of impulse buying establishes a strong connection between the consumption of fast food and the purchasing habits of students. Students often make impulsive purchases of fast food without thinking about the long-term consequences since they are motivated by the desire for instant gratification and outside influences like sales and discounts. Research indicates that these impulsive choices are significantly influenced by peer pressure, emotional states, and marketing tactics, among other things. As a result, young people's tendency for impulsive buying and fast-food consumption are increasing simultaneously.

### *1.3. Conceptual Framework*

The theoretical framework illustrated the relationship between fast food consumption and students' buying impulsivity. The independent variable, fast food consumption, was examined through factors influencing consumption habits, such as taste, convenience, and satisfaction. The dependent variable, students' buying impulsivity, included three indicators: impulsive buying, influence of fast-food chain's form of display, and the influence of promotional signage. This framework highlighted the direct correlation between these variables, demonstrating that changes in fast food consumption patterns could significantly influence students' impulsive purchasing decisions.

### *1.4 Objectives and Hypothesis*

This study aims to assess the impact of fast-food consumption on students' buying impulsivity and its relationship with their finances:

1. To determine the level of impact of fast-food consumption on students' buying behavior.

1.1: Factors Influencing Fast Food Consumption Habits: Taste

1.2: Factors Influencing Fast Food Consumption Habits: Convenience

1.3: Factors Influencing Fast Food Consumption Habits: Satisfaction

2. To identify the level of students' buying impulsivity in terms of consuming fast-food.

2.1: Impulsive Buying

2.2: Influence of fast-food chain's form of display

2.3: Influence of promotional signage

3. To investigate if there is a relationship between fast-food consumption and the students' buying impulsivity.

This study also hypothesizes that:

$H_0$ : The null hypothesis is rejected as there is a significant relationship between fast-food consumption and the buying impulsivity of students.

### *1.5 Significance of the Study*

The results of this study yielded important insights and advantages for the following beneficiaries:

Fast-food businesses: Fast-food businesses were able to use insights to improve their offerings and marketing strategies, enhancing customer satisfaction and loyalty.

Product developers and marketers: Product developers and marketers drove improvements in product development and marketing strategies, leading to a more satisfied and engaged customer base, especially students.

Educational institutions: Schools and universities leveraged the findings to create awareness about financial literacy, promoted responsible spending habits among students, and fostered a healthier relationship with fast food.

## 1.6 Limitations of the Study

This study investigated how fast-food consumption affected the buying behavior of grade 12 students at Mapúa Malayan Colleges of Mindanao (MMCM). The respondents were restricted to the stated educational institution's students, which limited the generalization of the results to other student populations or age groups. The scope was confined to senior high school students at Mapúa Malayan Colleges of Mindanao (MMCM), meaning that the findings might not have applied to students in other schools or locations with different social or economic contexts. The data was collected at a specific point in time, so the study did not account for changes in impulsive buying behavior over a longer period. Finally, the study focused exclusively on buying impulsivity, such as saving and allowance allocation, without considering other potential factors like health consciousness.

## 2. Methods

### 2.1 Research Design

This research study is a quantitative research design whereas according to Miksza (2023), quantitative research involves collecting and analyzing numerical data to identify patterns, relationships, or trends. It uses methods like surveys and observations to gather measurable information. Specifically, the research utilized the Descriptive-Correlation method to determine the level of students' buying behavior and fast-food consumption. According to Hassan (2024), descriptive research design is a type of research methodology that aims to describe or document the characteristics, behaviors, attitudes, opinions, or perceptions of a group or population being studied. Furthermore, in a study by Seeram (2019), correlational research is described as a non-experimental method used to predict and explain relationships between variables. This explains the relationship between the buying behavior of students and the fast-food consumption of students.

### 2.2 Sampling Design, Respondents, and Locale

A stratified random sampling technique was employed to select respondents for this study, ensuring that different subgroups within the population of interest were adequately represented. The respondents included grade 12 senior high school students from Mapúa Malayan Colleges Mindanao, who regularly consumed fast food. A total of 116 participants were required to achieve statistical significance based on the student population size. Mapúa Malayan Colleges Mindanao (MMCM) was chosen due to its urban location and proximity to numerous fast-food outlets, making it ideal for studying the fast-food consumption patterns of students in an accessible, fast-paced environment.

### 2.3 Instrument and Procedures

The data for this study was collected using an adapted 18-item questionnaire, based on previous works by David & Fabillar (2024), Debes & Mosoeunyane (2024), Kumar & Kaur (2018), and Kim (2003), which will be validated by a panel of experts to ensure reliability and accuracy. The survey consisted of two main sections: the first focused on the independent variable, fast food consumption, examining factors like taste, convenience, and satisfaction that influenced consumption habits; the second addressed the dependent variable, students' buying impulsivity, and included three indicators—impulsive buying, influence of fast-food chain, and the influence of promotional signage. The questionnaire was administered online via digital copies sent to participants. Before data collection, the researcher secured formal approval from the school administration, providing a clear outline of the study's objectives and the voluntary nature of participation. Upon receiving approval, the researcher confirmed that the participation of senior high school students at Mapúa Malayan Colleges of Mindanao (MMCM) remained purely voluntary.

**Table 1** Mean Interpretation of Fast-Food Consumption

| Numerical Value | Mean Range  | Description       | Interpretation                                                                                                         |
|-----------------|-------------|-------------------|------------------------------------------------------------------------------------------------------------------------|
| 5               | 4.20 - 5.00 | Strongly Agree    | Students strongly agree that factors like taste, convenience and satisfaction heavily influence their fast-food habits |
| 4               | 3.40 - 4.19 | Agree             | Students agree that factors such as taste, convenience and satisfaction motivate their fast-food consumption.          |
| 3               | 2.60 - 3.39 | Neutral           | Students feel neutral about the influence of fast-food factors, occasionally considering them.                         |
| 2               | 1.80 - 2.59 | Disagree          | Students disagree, showing a lower preference for fast food despite its perceived benefits.                            |
| 1               | 1.00 - 1.79 | Strongly Disagree | Students strongly disagree, indicating they are not significantly influenced by fast food factors.                     |

Table 2 Mean Interpretation of Students’ Buying Impulsivity

| Numerical Value | Mean Range  | Description       | Interpretation                                                                                              |
|-----------------|-------------|-------------------|-------------------------------------------------------------------------------------------------------------|
| 5               | 4.20 - 5.00 | Strongly Agree    | Students strongly agree that impulsive buying, including unplanned purchases, often affects their behavior. |
| 4               | 3.40 - 4.19 | Agree             | Students agree that they are occasionally influenced by impulse, such as promotional signage or cravings.   |
| 3               | 2.60 - 3.39 | Neutral           | Students are neutral, neither strongly impulsive nor entirely planned in their buying behavior.             |
| 2               | 1.80 - 2.59 | Disagree          | Several students disagree, showing that they rarely engage in impulsive buying when it comes to fast food.  |
| 1               | 1.00 -1.79  | Strongly Disagree | Students strongly disagrees, suggesting they are not impulsive buyers and prioritize careful spending.      |

2.4 Data Analysis

Suitable methods for statistical analysis were applied to assess the data gathered. The consumption of fast food and its influence on students' impulsive buying were summed up using descriptive statistics, such as means and standard deviation. Utilizing a Pearson correlation, researchers ascertained whether the students' buying impulsivity in fast food consumption were positive, negative, or associated with the state of their finances. As for the data analysis, statistical programs like JASP were utilized.

3. Results and Discussion

3.1 Level of Impact of Fast-Food Consumption on Students’ Buying Behavior

Table 1 presents the level of impact of fast-food consumption on grade 12 Mapúa Malayan Colleges Mindanao (MMCM) Students’ Buying.

Table 1  
Level of the Fast-Food Consumption

|                | TASTE | CONVENIENCE | SATISFACTION |
|----------------|-------|-------------|--------------|
| Valid          | 116   | 116         | 116          |
| Missing        | 0     | 0           | 0            |
| Mean           | 4.457 | 4.216       | 4.259        |
| Std. Deviation | 0.530 | 0.680       | 0.644        |

The indicators under the independent variable—taste, convenience, and satisfaction—are reflected in the survey results. Taste has the highest mean rating at 4.457, followed by satisfaction with a mean of 4.259 and convenience at 4.216. The standard deviations for these indicators are 0.530, 0.680, and 0.644, respectively, indicating the level of variability in responses across participants. These findings suggest that taste is the most influential factor in fast-food consumption, as reflected by its highest mean rating. The relatively high ratings for satisfaction and convenience further indicate that these factors also contribute significantly to consumer preferences. The low standard deviations imply a general consensus among respondents, highlighting the consistent importance of these factors in shaping fast-food consumption behavior.

In these findings, the results align with trends identified in previous studies. The high mean rating for taste with the mean, 4.457, which supports Saha et al. (2021) and Prajapati (2021), who identified taste as a significant driver of fast-food consumption among students. Similarly, the importance of convenience with its mean 4.216, echoes findings by Kannan et al. (2023) and Prajapati (2021), emphasizing ease of access and time-saving benefits as critical factors. Lastly, the role of satisfaction with the mean, 4.259 aligns with Chun and Nyam-Ochir (2020), who noted that service quality and overall experience positively influence consumer behavior. Additionally, Karimi et al. (2019) highlighted that stress and time constraints increase reliance on fast food, consistent with the emphasis on convenience in the current study. These findings collectively align with Mokhtar et al. (2020), who observed a growing trend of fast-food consumption among students due to its alignment with their lifestyle needs.

Although the present table of the study does not delve into external influences such as peer pressure or marketing strategies, the findings underscore the significant role of taste, convenience, and satisfaction in shaping fast-food consumption among Grade 12 students at Mapúa

Malayan Colleges Mindanao. The high mean ratings for these indicators—particularly taste at 4.457—align with prior research emphasizing these factors as key drivers of consumer behavior. The consistent responses, as evidenced by the low standard deviations, further support the notion that these elements are universally important in influencing students’ buying behavior. This consistency reflects broader trends observed in the literature, suggesting that fast food remains a preferred choice for students due to its alignment with their needs for flavor, accessibility, and overall satisfaction.

### 3.2 Level of Students’ Buying Behavior in terms of Consuming Fast-Food

Table 2 presents the level of grade 12 Mapúa Malayan Colleges Mindanao (MMCM) students’ buying impulsivity in terms of consuming fast-food.

| Table 2<br>Level of the Students’ Buying Impulsivity |       |         |       |                |
|------------------------------------------------------|-------|---------|-------|----------------|
|                                                      | Valid | Missing | Mean  | Std. Deviation |
| IMPULSIVE BUYING                                     | 116   | 0       | 4.086 | 0.765          |
| FAST FOOD CHAIN                                      | 116   | 0       | 4.110 | 0.669          |
| PROMOTIONAL SIGNAGE                                  | 116   | 0       | 3.884 | 0.895          |

The indicators under the dependent variable—fast food chain, impulsive buying, and promotional signage—are reflected in the survey results. Impulsive buying has the highest mean rating at 4.086, followed closely by fast food chain consumption at 4.110 and promotional signage at 3.884. The standard deviations for these indicators range from 0.669 to 0.895, suggesting a relatively low level of variability in responses across participants. These findings suggest that impulsive buying and fast food chain purchases are significant contributors to students’ buying impulsivity. The relatively high mean values highlight the importance of these factors in shaping purchasing behavior, while the low standard deviations indicate a general consensus among respondents regarding their influence.

The results on students' buying behavior align with trends identified in prior studies. The high mean rating of 4.086 for "Impulsive Buying" supports Vujović et al. (2024), who linked lower self-esteem to impulsive consumption, and Sheoran (2024), who noted that students often prioritize brand attachment over product features in food purchases. The mean of 4.110 for "Fast Food Chain" consumption reflects Didarloo et al. (2022), highlighting the role of peer influence and subjective norms in fast-food consumption. Similarly, the 3.884 mean for "Promotional Signage" supports Mokhtar et al. (2020), who found that discounts and offers drive impulsive purchases, echoing findings by Falebita et al. (2020) and Khan et al. (2019). Collectively, these studies, including Hussain and Siddiqui (2019), emphasize the role of fast-food environments, marketing strategies, and emotional states in shaping students' impulsive buying behaviors.

The findings highlight the significant role of fast food chain consumption, impulsive buying, and promotional signage in shaping students' buying impulsivity. The high mean ratings—4.110 for fast food chain consumption, 4.086 for impulsive buying, and 3.884 for promotional signage—underscore their importance as key contributors to purchasing behavior. The low standard deviations, ranging from 0.669 to 0.895, indicate a consistent agreement among respondents. These results align with previous research, emphasizing the alignment of fast food consumption with students' preferences for convenience, spontaneity, and visually appealing marketing, highlighting its ability to meet their needs.

### 3.3 Relationship Between Fast Food Consumption and the Students Buying Behavior

Table 3 presents the correlation between fast-food consumption and students’ buying impulsivity in Mapúa Malayan Colleges Mindanao (MMCM).

| Table 3<br>Correlation Between Fast Food Consumption and Students’ Buying Impulsivity |                       |        |                              |
|---------------------------------------------------------------------------------------|-----------------------|--------|------------------------------|
| Variable                                                                              | FAST FOOD CONSUMPTION |        | STUDENT’S BUYING IMPLUSIVITY |
| 1. FAST FOOD CONSUMPTION                                                              | Pearson's r           | —      |                              |
|                                                                                       | p-value               | —      |                              |
| 2. STUDENT’S BUYING IMPLUSIVITY                                                       | Pearson's r           | 0.558  | —                            |
|                                                                                       | p-value               | < .001 | —                            |

The results show a Pearson's  $r$  value of 0.558 for the relationship between these two variables, indicating the strength of their correlation. The  $p$ -value for this correlation is reported as  $< .001$ , which demonstrates the statistical significance of the observed relationship. This suggests that as fast-food consumption increases, students' buying impulsivity also tends to rise. The low  $p$ -value highlights the condition of this correlation, confirming that the observed relationship is unlikely due to random chance.

These findings align with existing literature on the relationship between fast food consumption and impulsive buying behaviors. The moderate positive correlation ( $r = 0.558$ ,  $p < .001$ ) between fast food consumption and students' buying impulsivity is supported by Silva et al. (2021), who highlighted that impulsive traits significantly influence unplanned purchases, particularly in fast food contexts. The study's focus on taste, convenience, and satisfaction as key drivers of fast food consumption aligns with prior research, such as Mokhtar et al. (2020), which emphasized that promotional strategies and environmental cues strongly affect consumers' impulsive buying tendencies. The importance of taste and satisfaction as motivators for fast food consumption echoes Sheoran's (2024) observation that unplanned purchases often stem from consumers' desire for instant gratification and indulgence. Similarly, convenience, as identified in this study, reflects findings by Hussain and Siddiqui (2019), who noted that the fast-food chain environment, characterized by strategic design and advertising, triggers impulsive decisions, particularly among students. Promotional signage, another significant indicator in this study, mirrors Mokhtar et al.'s (2020) findings on the effectiveness of discounts and advertisements in stimulating impulsive buying behaviors.

Although the present study does not specifically delve into the intricate mechanisms of fast-food marketing strategies, the overall trend observed a significant relationship between fast food consumption and students' buying impulsivity is consistent with the notion that consumer behaviors, such as impulsive buying, are strongly influenced by taste, convenience, satisfaction, and external stimuli which are the fast-food chain itself and the promotional signage. These findings reinforce existing theories that fast-food environments and marketing tactics are effective in shaping impulsive purchase decisions, particularly among students, whose preferences align with immediate gratification and accessibility.

## 4. Conclusions and Recommendations

### 4.1 Conclusions

In conclusion, the study's major findings highlight the significant relationship between fast-food consumption and impulsive buying behavior among MMCM Grade 12 students. Through a comprehensive analysis, the research revealed that students expressed favorable perceptions of fast food, particularly in terms of taste, convenience, and overall satisfaction. These factors contributed to moderate impulsive behaviors, with promotional signage and fast-food marketing strategies emerging as key influences on purchasing decisions. Furthermore, the study found a significant correlation between frequent fast-food consumption and impulsive buying tendencies, emphasizing the impact of fast-food internal factors on students' buying impulsivity behaviors. These findings underscore the importance of promoting financial awareness and self-control among students to mitigate impulsive spending and encourage more informed purchasing decisions.

### 4.2 Limitations

This study focused specifically on a group of Grade 12 students, so its findings might not have applied to other age groups, educational levels, or locations. The results might not have fully reflected the behaviors of all high school students or the general population. Additionally, the data relied on self-reported responses, which could have been influenced by factors like social desirability bias or inaccurate recall. As a result, students might have overreported or underreported their fast food consumption and buying impulsivity.

### 4.3 Recommendations

Based on this study's findings, the researchers recommend broader analysis across various schools to understand the factors influencing the relationship between fast-food consumption and impulsive buying, considering student demographics and school environment. Further research should explore student perceptions and motivations behind fast-food consumption, investigating social, cultural, and personal influences. It is also recommended to explore the students' perceptions and motivations behind fast-food consumption, investigating how factors such as social influence, cultural norms, and personal preferences influence their purchasing decisions.

## Declarations

Consent to participate and publish was obtained.

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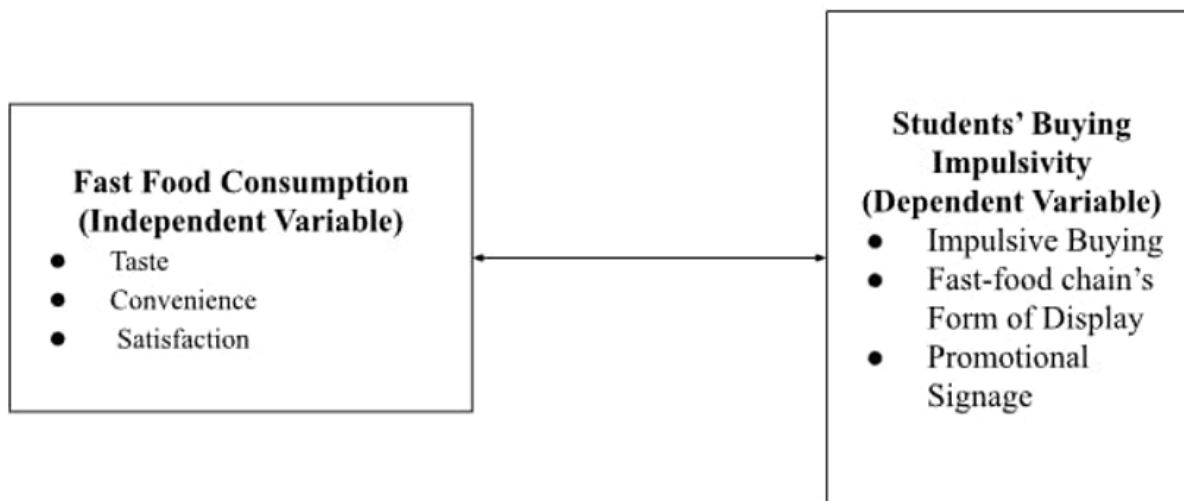
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## Figures



**Figure 1**

Conceptual framework of the study