

FACTORS INFLUENCING FOOD CHOICE AMONG
CAREER WOMEN IN PENANG

SSO WOOI PING

FACULTY OF AGROTECHNOLOGY AND FOOD SCIENCE
UNIVERSITI MALAYSIA TERENGGANU

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Pusat Pembelajaran Digital Sultanah Nur Zahirah (UMT)
Universiti Malaysia Terengganu.



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Soo Wooi Ping.

PUSAT PEMBELAJARAN DIGITAL SULTANAH NUR ZAHIRAH
UNIVERSITI MALAYSIA TERENGGANU (UMT)
21030 KUALA TERENGGANU

1100090175		

Lihat Sebelah

HAK MILIK
PUSAT PEMBELAJARAN DIGITAL SULTANAH NUR ZAHIRAH

**FACTORS INFLUENCING FOOD CHOICE AMONG CAREER WOMEN IN
PENANG**

**By
Soo Wooi Ping**

**Research Report submitted in partial fulfillment of
the requirements for the degree of
Bachelor of Food Science (Food Service and Nutrition)**

**DEPARTMENT OF FOOD SCIENCE
FACULTY OF AGROTECHNOLOGY AND FOOD SCIENCE
UNIVERSITI MALAYSIA TERENGGANU
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ENDORSEMENT

The project report entitled **Factors Influencing Food Choice Among Career Women In Penang** by **Soo Wooi Ping**, Matric No. **UK16712** has been reviewed and corrections have been made according to the recommendations by examiners. This report is submitted to the Department of Food Science in partial fulfillment of the requirement of the degree of Bachelor of Food Science (Food Service and Nutrition), Faculty of Agrotechnology and Food Science, University Malaysia Terengganu.


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(DR SITI NUR'AFIFAH JAAFAR)

DR. SITI NUR'AFIFAH JAAFAR
Pensyarah
Jabatan Sains Makanan
Fakulti Agroteknologi dan Sains Makanan
Universiti Malaysia Terengganu.

Date: 18/6/2012

DECLARATION

I hereby declare that the work in this thesis is my own except for quotations and summaries which have been duly acknowledged.

Signature : Woolpi
Name : SOO WOOL PING
Matric No. : UK 16712
Date : 7 | 2 | 2012

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ABSTRACT

This cross sectional study was conducted at Penang Island, Malaysia among 100 career women aged between 18 to 64 years. The main objective of the present study was to determine the most important factor in making food selection among career women. Data was collected using the adapted Food Choice Questionnaire (FCQ) which measured the food choice related factor that influence respondents' food choice. It consists of 40 items designed to assess the importance of ten factors, which were health, mood, convenience, natural content, sensory appeal, price, weight control, familiarity, religion and ecological welfare. Socio-demographic characteristics including race, age, marital status, income level, educational level and working sector were collected. SPSS version 16 was used for data analysis. Normality test, frequency, Mann-Whitney U test, Kruskal-Wallis H test and correlation test were used to analyze the data. The results showed that career women rated convenience as the most prominent factor in making food selection with a mean average score of 3.98 ± 0.68 on a 5-point Likert scale, followed by natural content and health factor. Ecological welfare, religion and familiarity were rated as the bottom three food choice factors among career women. In conclusion, the career women were most concerned on convenience, natural content and health factor in food choice selection. Hence, throughout this result, we understand about the actual condition of the food choice factors among career women in Penang. Moreover, it will be beneficial for food manufacturers to plan the marketing strategies by producing some convenience food products.

ABSTRAK

Kajian ini telah dijalankan dengan melibatkan 100 wanita berkerjaya yang berusia antara 18 hingga 64 tahun dalam Pulau Pinang, Malaysia. Objektif utama bagi kajian tersebut adalah untuk menentukan faktor yang paling penting dalam pemilihan makanan di kalangan wanita kerjaya. Soal Selidik Pemilihan Makanan (FCQ) digunakan untuk mengumpul data. Oleh itu, data yang dikumpul dapat mengkaji faktor-faktor yang mempengaruhi pemilihan makanan responden. Soal selidik tersebut terdiri daripada 40 item yang direka untuk menilai kepentingan bagi 10 faktor. Sepuluh faktor ini termasuklah kesihatan, mood, kemudahan, kandungan semula jadi, kederiaan, harga, kawalan berat badan, kebiasaan, agama dan kebajikan ekologi. Tambahan pula, ciri-ciri sosio-demografi seperti bangsa, umur, status perkahwinan, jumlah pendapatan, tahap pendidikan dan sector pekerjaan juga dikumpulkan. SPSS versi 16 digunakan untuk menganalisis data. Ujian kenormalan, kekerapan, ujian Mann-Whitney U, ujian Kruskal-Wallis H dan ujian korelasi telah digunakan dalam analisis data. Kajian ini mendapati wanita berkerjaya paling mementingkan faktor kemudahan dalam pemilihan makanan dengan purata skor min (3.98 ± 0.68) pada skala Likert dengan 5 mata, diikuti dengan faktor kandungan semula jadi dan faktor kesihatan. Di sebaliknya, kebajikan ekologi, agama dan kebiasaan dikenali sebagai faktor-faktor pemilihan makanan yang kurang penting di kalangan wanita berkerjaya. Kesimpulannya, wanita berkerjaya paling mementingkan faktor-faktor kemudahan, kandungan semula jadi dan kesihatan dalam pemilihan makanan seharian. Oleh itu, kita dapat memahami faktor-faktor pemilihan makanan yang sebenar di kalangan wanita berkerjaya di Pulau Pinang. Di samping itu, ia akan memberi manfaat kepada pihak pengeluar makanan. Oleh yang demikian, pihak berkenaan dapat merancang strategi pemasaran dengan menghasilkan beberapa produk makanan baru yang sedia dimakan ataupun makanan segera.