

FACTORS INFLUENCING FOOD PREFERENCES TOWARDS
ACCLIMATISATION AMONG MIDDLE-EASTERN STUDENTS IN
KLANG VALLEY AREA

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**FACTORS INFLUENCING FOOD PREFERENCES TOWARDS ACCULTURATION
AMONG MIDDLE-EASTERN STUDENTS IN
KLANG VALLEY AREA**

**By
Faridah Binti Mislam**

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

**DEPARTMENT OF FOOD SCIENCE
FACULTY OF AGROTECHNOLOGY AND FOOD SCIENCE
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ENDORSEMENT

The project report entitled **Factors Influencing Food Preferences towards Acculturation among Middle-Eastern Students in Klang Valley Area** by **Faridah binti Mislam**, Matric No. **UK 17127** 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, Universiti Malaysia Terengganu.



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DECLARATION

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

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ABSTRACT

The present research was carried out to study factors influencing food preferences towards acculturation among Middle-East students in the Klang Valley area. The questionnaires were distributed to a convenience sample of 100 Middle-East students who studies in five (5) universities in Klang Valley area. The universities that involved in this research were Universiti Kebangsaan Malaysia (UKM), Universiti Malaya (UM), Universiti Putra Malaysia (UPM), Islamic International University of Malaysia (IIUM) and Universiti Tenaga National Malaysia (UNITEN) which every university was collected about 20 samples. There was a significant difference for food frequency intake while living in Malaysia compared to country of origin. From 51 foods listed on the questionnaires, consumption of bread, cereal, rice, vegetables, meats products, fats, sweets beverages and Arabic dishes were decreased significantly and increased significantly for Malaysian and Western dishes. Convenience factors which was one of the food choice factors being an influencing factors of food preferences with has positive and weakly correlation ($r = 0.184$, $p < 0.05$) while there were no significant differences for food frequency intake, acculturation factors, and sociodemographic factors for food preferences. Due to the results in this research, the respondents were not acculturated with Malaysian foods and culture because for every items in acculturation, the values were closer to 3= “English” reflecting a tendency to use Arab and English language, culture and influencing in reading. For food preferences, the respondents choose the Arabic foods (mean = 2.32 and 2.33).

ABSTRAK

Penyelidikan yang telah dijalankan oleh penyelidik adalah untuk mengkaji faktor yang mempengaruhi pemilihan makanan ke arah pembudayaan (acculturation) di kalangan pelajar Timur Tengah yang belajar di universiti sekitar Lembah Klang. Borang soal selidik telah diedarkan kepada 100 orang responden dengan menggunakan kaedah *convenience* (convenience sampling). Terdapat lima (5) universiti yang terlibat dalam penyelidikan ini iaitu Universiti Kebangsaan Malaysia (UKM), Universiti Malaya (UM), Universiti Putra Malaysia (UPM), Universiti Islam Antarabangsa Malaysia (UIAM/IIUM) dan Universiti Tenaga National Malaysia (UNITEN) yang mana 20 orang responden bagi setiap universiti. Terdapat perbezaan yang signifikan bagi kekerapan pengambilan makanan bagi mereka antara ketika tinggal di negara asal dan ketika tinggal di Malaysia. Daripada 51 makanan yang disenaraikan dalam boring soal selidik, pengambilan roti, bijirin, nasi, sayuran, produk daging dan protein, lemak, manisan, minuman dn makanan Arab telah menurun dengan ketara dan makanan Malaysia dan Barat meningkat. Faktor kemudahan (convenience) yang merupakan salah satu faktor dalam pilihan makanan menjadi satu-satunya faktor yang mempengaruhi dalam pemilihan makanan di kalangan responden.dengan mempunyai korelasi yang positif dan lemah ($r = 0.184$, $p < 0.05$) manakala tiada perbezaan yang signifikan bagi kekerapan pengambilan makanan untuk faktor pembudayaan dan faktor demografi dalam pemilihan makanan. Berdasarkan keputusan daripada kajian ini, didapati responden tidak terpengaruh dengan budaya dan makanan Malaysia kerana nilai bagi kategori pembudayaan iaitu hampir kepada 3 iaitu English mencerminkan kecenderungan responden untuk menggunakan bahasa Arab dan English ketika bercakap dan membaca. Walaubagaimanapun, untuk pilihan makanan dan restoren, responden lebih memilih makanan Arab (min= 2.32 dan 2.33)