

Abstract of thesis presented to the Senate of Universiti Malaysia Terengganu in fulfillment of the requirements for the degree of Master of Science

**THE ASSOCIATION BETWEEN PERCEPTION AND CONSUMPTION
BEHAVIOUR OF ROASTED CHICKEN PRODUCTS AMONG MALAYSIAN
Youth TOWARDS the BETTERMENT of their QUALITY OF LIFE in KUALA
LUMPUR, MALAYSIA**

ENTHIRA PURUSHOTH THAMAN

2023

Main Supervisor : Dr Siti Nur' Afifah Ja'afar, PhD

Faculty/Institute : Faculty of Fisheries and Food Science

The prevalence of obesity among Malaysia's youth is mainly attributable to their lifestyle whereby their diets are tainted by fast food, sugary treats and supersized portions. Youth in Malaysia are unsure of food selection. The knowledge of replacing unhealthy food with healthier ones are lacking among the general public. Chicken consumption is high among the Malaysian youth. Past studies have shown that they like to consume deep-fried chicken compared to chicken cooked with other cooking method. It is a known fact that Fried foods are significantly higher in fat and calories compared to their non-fried counterparts. Besides moist-heating cooking method, roasting method is also known to be a good choice compared to deep frying. However, research on the benefits of roasting method is rather scarce. This study aims to determine the internal and external factors related to youth's consumption behaviour towards roasted chicken products for better quality of life. Analyses of the variables utilize mixed methods for both qualitative (interview) and quantitative (survey). Targeted respondents for this study are youth whom are categorized into three age range, specifically 15- 20, 21-25 and 26 to 30 years old. A total of 384 respondents were selected for the survey and 30 respondents were chosen for the interview. The location for the interview was Universiti Putra Malaysia, Serdang. The survey was also conducted in four different townships in Kuala Lumpur city, Malaysia. Thematic analysis was carried out for the interview while inferential statistics were carried out for the survey. The age of the youth was categorized into three age range, namely 15- 20, 21-25 and 26 to 30 years old. The interview result shows that beside fried chicken, youth also liked to eat roasted chicken. The

results of this study have proven that physiological factors like tastiness, crispy texture, good flavour, brown colour and smoky aroma; personal factors, specifically good hygiene of the food handler, locality of the food and their health concern are the main factors contributing to youth purchasing roasted chicken products. Besides, external factors of the reference group, viz. family and peer influences, culture factor like early life feeding behavior and family lifestyle also influence youth to purchase and consume roasted chicken products frequently. Survey results have shown that there is an association between the perception of internal and external factors with high consumption level of roasted chicken products. Also, there is an association between the youth's quality of life with high consumption level of roasted chicken products. The Youth participated in the study believed that their quality of life would become better when there is high consumption level of roasted chicken products due to the fact that roasting uses less oil and thus assists in maintaining body weight. The outcome of both the interview and survey may assist hawker stalls to improve their sales of roasted and other moist-heat cooked chicken compared to fried ones. Also, it is anticipated that these outcomes may promote better ways of selecting foods to reduce the risk of non-communicable diseases by the youth.

Abstrak tesis yang dikemukakan kepada Senat Universiti Malaysia Terengganu
sebagai memenuhi keperluan untuk Ijazah Sarjana Sains

**HUBUNGAN ANTARA PERSEPSI DAN TINGKAH LAKU PENGGUNAAN
PRODUK AYAM BAKAR DALAM KALANGAN BELIA MALAYSIA KE ARAH
KUALITI HIDUP YANG LEBIH BAIK, DI KUALA LUMPUR, MALAYSIA**

ENTHIRA PURUSHOTH THAMAN

2022

Penyelia utama : Dr Siti Nur' Afifah Jaafar, PhD

Pusat Pengajian/Institut : Faculty of Fisheries and Food Science

Kes obesiti di kalangan belia di Malaysia kebanyakannya disebabkan oleh gaya hidup mereka dan diet mereka dicemari oleh makanan segera, hidangan manis dan kuantiti makanan yang besar. Selain ternakan lain, pengambilan ayam adalah tinggi dalam kalangan belia di Malaysia. Kajian terdahulu menunjukkan bahawa ramai belia gemar mengambil ayam yang digoreng berbanding dengan ayam yang dimasak menggunakan kaedah lain. Makanan bergoreng mengandungi lemak dan kalori yang lebih tinggi berbanding dengan makanan yang tidak digoreng. Selain kaedah memasak dengan pemanasan lembap, kaedah pemanggangan juga dikenali sebagai pilihan yang lebih baik berbanding dengan kaedah menggoreng menggunakan minyak penuh. Walaupun begitu, penyelidikan tentang kelebihan kaedah memanggang adalah agak terhad. Kajian ini bertujuan untuk menentukan faktor dalaman dan luaran yang berkaitan dengan tingkah laku pengambilan belia terhadap produk ayam panggang ke arah membina kualiti hidup yang lebih baik. Untuk temu bual, 30 responden telah dipilih dan seramai 384 responden telah dipilih untuk dijalankan tinjauan. Lokasi kajian untuk temu duga ialah di Universiti Putra Malaysia, Serdang. Tinjauan juga telah dijalankan di empat bahagian bandaraya Kuala Lumpur, Malaysia. Analisis tematik dijalankan untuk temu bual manakala statistik inferensi dijalankan untuk tinjauan. Umur belia dikategorikan kepada tiga lingkungan iaitu 15-20, 21-25 dan 26-30 tahun. Hasil temu bual menunjukkan selain ayam goreng, belia juga gemar memakan ayam yang dipanggang. Hasil kajian ini telah membuktikan bahawa faktor fisiologi seperti kelazatan, kerangupan tekstur, rasa yang baik, kulit ayam yang berwarna coklat dan aroma berasap; dan faktor personaliti kebersihan

makanan yang baik, ketersediaan makanan di mana-mana dan kebimbangan kesihatan mereka adalah antara faktor utama yang menyebabkan belia membeli produk ayam panggang. Selain itu, faktor luaran kumpulan rujukan seperti pengaruh keluarga dan rakan sebaya; faktor budaya seperti tingkah laku pemakanan awal dan gaya hidup keluarga juga mempengaruhi belia untuk membeli dan mengambil produk ayam panggang dengan kerap. Hasil tinjauan menunjukkan bahawa, terdapat perkaitan antara persepsi faktor dalaman dan luaran dengan tahap pemakanan produk ayam panggang yang tinggi. Selain itu, terdapat perkaitan antara kualiti hidup belia dengan tahap pemakanan produk ayam panggang tinggi. Ini bermakna kualiti hidup belia akan menjadi lebih baik apabila wujudnya tahap pemakanan yang tinggi bagi produk ayam yang dipanggang. Ini kerana kaedah memanggang hanya menggunakan sedikit minyak masak. Oleh itu, ia akan membantu mengekalkan berat badan. Keputusan untuk kedua-dua temu bual dan tinjauan boleh digunakan oleh gerai penjaja untuk meningkatkan jualan mereka pada kaedah panggang dan kaedah memasak panas lembap yang lain berbanding kaedah memasak bergoreng. Selain itu, adalah dijangka bahawa hasil ini boleh menggalakkan cara yang lebih baik dalam pemilihan makanan supaya ia dapat mengurangkan risiko penyakit di kalangan belia.