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Study of factors influencing junk food consumption patterns  
among primary school children / Yin Wai Lok.

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Lihat Sebelah

**HAK MILIK**  
PUSAT PEMBELAJARAN DIGITAL SULTANAH NUR ZAHIRAH

**STUDY OF FACTORS INFLUENCING JUNK FOOD CONSUMPTION PATTERNS  
AMONG PRIMARY SCHOOL CHILDREN**

**By  
Yin Wai Lok**

**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  
2012**

## ENDORSEMENT


The project report entitled **Study of Factors Influencing Junk-Food Consumption Patterns Among Primary School Children** by **Yin Wai Lok**, Matic No. **UK 16993** 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.

.....*Hayati*.....  
(**DR HAYATI MOHD YUSOF**)

Date: 29/1/2012

## DECLARATION

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

Signature :  .....

Name : YIN WAI LOK .....

Matric No. : UK 16993 .....

Date : 29<sup>th</sup> JANUARY 2012 .....

## **ACKNOWLEDGEMENT**

For completing the study of my final year project, I would like to pay a million thanks to my supervisor Dr.Hayati Binti Yusof for guiding me for my whole period of doing of my final year project until it is done and pay me full supervision and give me advice for me to improve. Besides, I would like to thank my mother and siblings that give me supports and help me during my survey being carried out. Last but not least, I would like to thank my beloved coursemates who are having their final year project with me as well in teaching me and help in my correction when my things goes wrong. They also give me full support and motivation to finish my final year project. All the contribution from the person above are all been appreciated.

## ABSTRACT

This study is aimed to determine the junk food eating pattern and the effect of the junk food consumption towards the primary school children's body weight. The present study involves 120 respondents where 60 primary school children from urban area and 60 children from rural area. Among the 120 respondents, 66 of them are males and 54 of them are females. Comparison of junk food eating pattern among children in rural and urban area was studied as well as comparison of junk food eating pattern among the children in different gender. In the present study, primary school children show an unhealthy junk food eating pattern where more than 58% of the children have junk food in a regular basis. Besides, it was found that junk food like potato chips or other packaged foods, chocolate and French fries have a high correlation with body weight of the children. Among the factors that contribute to the junk food consumption, taste of the junk food and peers shows a highest contribution to the junk food consumption. Children stay in rural and urban area has found no significant different ( $p>0.05$ ) in junk food consumption. Among children with different gender showed that there is no significant different in junk food consumption.

# **KAJIAN TENTANG FACTOR-FAKTOR YANG MEMPENGARUHI CORAK PENGAMBILAN MAKANAN RINGAN DI KALANGAN PELAJAR-PELAJAR SEKOLAH RENDAH**

## **ABSTRAK**

Kajian ini bertujuan untuk mengkaji corak pengambilan makanan ringan dan kesan pengambilan makanan ringan terhadap berat badan kanak-kanak sekolah rendah. Perbandingan antara pengambilan makanan ringan di kalangan kanak-kanak di kawasan bandar dan kawasan luar bandar telah dikaji serta perbandingan di segi pengambilan makanan ringan di kalangan kanak-kanak sekolah rendah yang berlainan jantina telah dijalankan. Dalam kajian ini, kanak-kanak sekolah rendah menunjukkan pengambilan makanan ringan yang tidak sihat di mana lebih daripada 58% daripada kanak-kanak di sekolah rendah memakan makanan ringan secara biasa. Di samping itu, makanan ringan seperti kerepek kentang goreng atau makanan ringan dalam bungkusan, coklat dan kentang goreng mempunyai hubungan yang ketara terhadap berat badan kanak-kanak. Antara faktor-faktor yang memberi kesan kepada pemilihan makanan ringan adalah rasa makanan ringan serta pengaruh daripada rakan rakan sebaya memberikan kesan yang paling tinggi terhadap pemilihan makanan tersebut. Kajian mendapati tiada perbezaan yang ketara ( $p>0.05$ ) dalam pengambilan makanan ringan bagi kanak-kanak yang tinggal di bandar dan luar bandar dan juga di antara jantina.