

KNOWLEDGE, ATTITUDE AND CONSUMPTION OF
FUNCTIONAL FOOD AMONG YOUNG
ADULTS IN IPOH

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KNOWLEDGE, ATTITUDE AND CONSUMPTION OF FUNCTIONAL FOOD
AMONG YOUNG ADULTS IN IPOH

By
Chin Mei Fang

Research Report submitted in partial fulfillment of
the requirements for the degree of
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ENDORSEMENT

The project report entitled **Knowledge, Attitude and Consumption of Functional Food among Young Adults in Ipoh** by **Chin Mei Fang**, Matric No. **UK16989** 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 Food Science (Food Service and Nutrition), Faculty of Agrotechnology and Food Science, University Malaysia Terengganu.



(Dr. Hayati Mohd Yusof)

Main supervisor

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.

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ABSTRACT

In Malaysia, functional foods do not have broad discussion despite it is expected continue to attract a sizeable deal of attention among the scientific community. A cross-sectional study was carried out between June and July 2011 involving 60 female and 60 male in the age range of 20 to 30 years in Ipoh. The objective of the present study was to determine the consumption pattern of functional food among young adults in Ipoh as well as to examine their knowledge and to identify the factor that influencing the attitude towards consumption of functional foods. A total of 120 questionnaires were distributed to the young adults and the data collected were analyzed using SPSS ver. 16.0. The result indicated that 53.3% of the respondents were consumed functional foods. Besides, result demonstrated that merely 43.4% of the respondents had heard of functional foods. Result showed that subjects had low nutrition knowledge and functional food knowledge (20.8% and 37.5% of them were above satisfactory respectively). The study found that knowledge and awareness ($r=0.638$, $p<0.001$) was the most influencing factor toward attitude of functional food among young adults followed by self-motivation ($r=0.384$, $p<0.001$) and belief in health and nutrition ($r=0.286$, $p=0.002$). In addition, consumption of functional foods was having a significant association toward nutrition knowledge ($\chi^2(1)=6.118$, $p=0.047$), functional food knowledge ($\chi^2(2)=14.968$, $p=0.001$) and attitude towards functional foods ($\chi^2(2)=8.007$, $p=0.018$). For socio-demographic variable, total household income ($\chi^2(2)=6.163$, $p=0.046$) were found positively associated with functional food consumption. It was found that fruit and vegetables, omega-3 fish, onion, carrot, oats or oat-containing foods were the most common among the selected functional food for the young adults while they consume fruit and vegetables most frequent (FFQ Score=85.1%). It was recommended that further study include 24 hours dietary recall in order to have better access to the functional food consumption pattern and involve all age groups.

PENGETAHUAN, SIKAP DAN PENGAMBILAN MAKANAN BERFUNGSI DI KALANGAN DEWASA MUDA DI IPOH

ABSTRAK

Di Malaysia, makanan berfungsi tidak mempunyai perbincangan yang luas walaupun ia dijangka akan terus menarik perhatian yang agak besar di kalangan komuniti saintifik. Suatu kajian telah dijalankan dari Jun hingga Julai 2011 dengan melibatkan 60 wanita dan 60 lelaki berumur 20 hingga 30 tahun di Ipoh. Tujuan kajian ini adalah untuk menentukan corak penggunaan makanan berfungsi di kalangan remaja di Ipoh serta untuk memeriksa pengetahuan mereka dan mengenal pasti faktor yang mempengaruhi sikap terhadap makanan berfungsi. Sejumlah 120 soal selidik telah diedarkan kepada dewasa muda dan data yang dikumpul dianalisis dengan menggunakan SPSS ver. 16.0. Hasil kajian ini menunjukkan 53.3% responden mengambil makanan berfungsi. Di samping itu, hasil kajian menunjukkan hanya 43.4% daripada responden pernah mendengar tentang makanan berfungsi. Keputusan juga menunjukkan responden mempunyai pengetahuan tentang pemakanan dan pengetahuan tentang makanan berfungsi yang rendah (20.8% dan 37.5% daripada mereka berada di atas memuaskan). Kajian ini mendapati bahawa pengetahuan dan kesedaran ($r=0.638$, $p<0.001$) adalah faktor yang paling mempengaruhi sikap terhadap makanan berfungsi di kalangan remaja dan diikuti oleh motivasi diri ($r=0.384$, $p<0.001$) dan kepercayaan dalam kesihatan dan pemakanan ($r=0.286$, $p=0.002$). Sejalan dengan itu, pengambilan makanan berfungsi didapati adalah mempunyai hubungan yang ketara dengan pengetahuan pemakanan ($\chi^2(1)=6.118$, $p=0.047$), pengetahuan makanan berfungsi ($\chi^2(2)=14.968$, $p=0.001$) dan sikap terhadap makanan berfungsi ($\chi^2(2)=8.007$, $p=0.018$). Bagi sosio-demografi aspek, jumlah pendapatan ($\chi^2(2)=6.163$, $p=0.046$) didapati mempunyai hubungan positif dengan pengambilan makanan berfungsi. Kajian ini mendapati bahawa buah-buahan dan sayur-sayuran, ikan kaya omega-3, bawang, lobak merah, oat atau makanan mengandungi oat adalah paling popular di kalangan makanan berfungsi yang dipilih oleh dewasa muda dan mereka mengambil buah-buahan dan sayur-sayuran dengan paling kerap (FFQ Skor =85.1%). Kajian lanjut dicadangkan untuk menggunakan ingatan diet supaya mempunyai penentuan yang lebih baik terhadap pola pengambilan makanan berfungsi dan melibatkan semua kumpulan umur.