

PUBLIC AWARENESS AND KNOWLEDGE TOWARDS CONSUMPTION OF
PROBIOTICS AND ITS HEALTH EFFECTS: STUDY IN JOHOR BAHRU

By

Lim Ying Jye

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 **Public Awareness and Knowledge towards Consumption of Probiotics and Its Health Effects: Study in Johor Bahru** by **Lim Ying Jye**, Matric No. **UK16767** has been reviewed and corrections have been made according to the recommendations by the 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.


.....
(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 the quotations and summaries which have been duly acknowledged.

Signature	:	<i>YIYE</i>
Name	:	LIM YING IYE
Matric No.	:	UK16767
Date	:	28 th JANUARY 2012

ACKNOWLEDGEMENTS

I would like to thank all individuals who have helped and inspired me during my undergraduate study.

This thesis of my undergraduate research took a year of time under the supervision of Dr. Hayati Mohd Yusof. Thus, in the first place, I especially want to acknowledge and record my utmost gratitude to my supervisor, Dr. Hayati Mohd Yusof, for her valuable advice, guidance and supervision which had provided me with unflinching encouragement and passion in doing my project study. Thousands of thanks to her truly scientist instinctive knowledge that further inspired and motivated me to precede my project studies with a broader scientific perspective of thinking. I am really grateful with her guidance all the time which enable the accomplishment of this study.

I also appreciate my coordinator, Miss Zuraidah Nasution and Dr. Yusnita Hamzah for their lecture on guidelines of conducting the project, from the beginning part of proposal writing, performing on progress until thesis writing. I was delighted to have Prof. Madya Dr. Amiza Mat Amin, Dr. Amir Izzwan Zamri, Mr. Aziz Yusof, Mdm. Zamzahaila Mohd Zain, Mdm. Nizaha Juhaida Mohamad and Miss Noor Farahi Kamaruddin as my panels with their advices had further guided me in this project. Also, my gratitude goes to others lecturers and staffs as well since my three and a half years in UMT.

It is a pleasure to express my appreciation to all respondents who had pleasantly participated in this survey. I am very appreciating with the cooperation and kindness given in completing the questionnaires. Next, I would like to record my gratefulness to all my friends who have involved directly or indirectly for my project. My special thanks go to Vincent and Darren who helped me during data collection.

Finally, yet important, my deepest gratitude goes to my family for their encouragements, supports and unflagging care and love in my life. Where would I be without my family? My parents Lim Chok Ting and Ng Song Tian deserved a special mention for their endorsement all the time. I owe my deepest gratitude to my uncle Andrew who had guided me all the way in my projects. It is an honor to thank my aunty Ting and Chang for the accommodation provided during data collection. Appreciate with all the helps given and being supportive which drive me further.

ABSTRACT

In Malaysia, there are widely advertising of probiotics foods. However, no available data on the public awareness and knowledge in respective study had been reported. Moreover, digestive system disease, antibiotics-induced diarrhea and pathogenic infections were found to be the problems faced among the public. This study had been carried out in Johor Bahru, the heart city of Johor in southern Peninsular Malaysia. The purpose of this study is to examine the awareness and knowledge among Johoreans towards probiotics and its health beneficial consumption effects. A cross-sectional survey was carried out between July until September 2011, involving a total of 120 respondents with 50% of male and female respectively. It was found that 60% of the respondents were aware of probiotics and 67.5% consumed probiotics food products. However, results revealed that 71.4% among the respective respondents were having a low knowledge level on probiotics and thus more than two-third (69.2%) would like to know more about probiotics. A low consumption frequency (34.3%) of probiotics foods was reported among probiotics users. Yoghurt was found to be the highest probiotics food consumed (70.4%) and 51.9% of the users expect for new probiotics products. Maintaining of health was the major consumption reasons. Moreover, 61.7% of users reported with health status improvement, with aid in digestive system as the highest reported (58%). Chi-square (χ^2) test was used and a significant association ($p < 0.05$) were found between probiotics awareness towards consumption, knowledge level, knowing more about probiotics and among races; between probiotics consumption among age group; between knowledge level among gender and races. Significant association ($p < 0.001$) was found between probiotics consumption and health improvement. Mann-Whitney U test was used and significant different ($p < 0.05$) were found in consumption of dairy products, fermented soybean products and commercial fruit juices among users and non-users. The results of this study represent an attempt to provide information and educate the public in understandable form for maximum health benefits.

ABSTRAK

Tajuk: Tahap Kesedaran dan Pengetahuan Orang Ramai terhadap Pengambilan Probiotik dan Kesan Kesihatan: Kajian di Johor Bahru.

Di Malaysia, pengiklanan terhadap makanan probiotik adalah secara meluas. Walau bagaimanapun, tiada data dilaporkan dalam aspek kesedaran dan pengetahuan penduduk terhadap kajian tersebut. Tambahan pula, jangkitan penyakit sistem penghadaman, cirit-birit yang disebabkan oleh pengambilan antibiotik dan jangkitan patogen merupakan masalah-masalah yang kian dihadapi ramai. Johor Bahru merupakan bandar utama negeri Johor yang terletak di selatan Semenanjung Malaysia. Tujuan kajian ini adalah untuk mengkaji kesedaran dan pengetahuan orang ramai di Johor Bahru terhadap pengambilan probiotik dan kesannya terhadap kesihatan. Kaji selidik yang melibatkan jumlah 120 responden dengan 50% daripada lelaki dan perempuan telah dilaksanakan antara bulan Julai hingga September 2011. Didapati bahawa 60% responden sedar terhadap probiotik dan 67.5% responden mengambil makanan probiotik. Namun begitu, terdapat 71.4% responden dikategorikan dalam golongan yang rendah tahap pengetahuan. Lebih daripada dua pertiga (69.2%) ingin mengetahui lebih lanjut mengenai probiotik. Kekerapan penggunaan probiotik adalah rendah (34.3%) dan yogurt merupakan produk probiotik yang paling tinggi (70.4%) diambil di kalangan pengguna. 51.9% pengguna mengharapkan produk probiotik baru di pasaran. Pengekalan kesihatan merupakan antara sebab yang utama. 61.7% pengguna telah melaporkan peningkatan status kesihatan dan bantuan dalam sistem pencernaan paling tinggi dilaporkan (58%). Ujian Khi-kuasa dua (χ^2) telah digunakan dan perkaitan yang signifikan ($p < 0.05$) antara kesedaran probiotik terhadap penggunaannya, tahap pengetahuan, untuk mengetahui lebih lanjut dan antara kaum; perkaitan antara penggunaan probiotik di kalangan kumpulan umur; perkaitan antara tahap pengetahuan di kalangan jantina dan kaum. Perkaitan signifikan ($p < 0.001$) didapati antara penggunaan probiotik dan peningkatan kesihatan. Ujian Mann-Whitney U telah dijalankan dan terdapat perbezaan signifikan ($p < 0.05$) dalam penggunaan produk tenusu, produk kacang soya yang ditapai dan jus buah-buahan komersial di kalangan pengguna dan bukan pengguna. Keputusan kajian tersebut menyeru supaya pihak berkuasa memberikan maklumat dan mendidik orang ramai terhadap ilmu pengetahuan probiotik.