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RECTOR'S MESSAGE



A heartiest congratulation is extended to the Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, on the publication of the seventh volume of FBM Insights.

This most recent volume of FBM Insights covers 25 emerging issues related to microcredit, micromanagement, marketing, consumer behaviour, social media, disability, dark tourism, and food security. This compilation demonstrates UiTM Cawangan Kedah's commitment to disseminate business-related information and relevant content to a wider audience.

I believe that this bulletin is an apt platform for members of the Faculty of Business and Management to produce more academic materials which can benefit the faculty members themselves and also other people at large. Such an initiative is indeed laudable since as academicians, writing to share information is definitely crucial to our personal and professional development.

Again, I would like to congratulate the Faculty of Business and Management and all individuals involved in the publication of FBM Insights volume 7. May FBM Insights continue to grow from strength to strength in the future.

Sincerely,

Prof. Dr. Roshima Haji Said
Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah

FROM THE DESK OF THE HEAD OF FACULTY



Assalamualaikum w.b.t

Welcome to the 7th Edition of FBM Insights 2023. This edition presents 25 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge, including matters relating to Covid 19, entrepreneurship, microfinance, and gold investing. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was created in the year 2020 with the aspiration to inculcate the scholarly writing culture among FBM UiTM Kedah's lecturers. Thank you to the Almighty, this bulletin still receives a positive response for each of its editions. It is our hope this continues and that FBM Insights will one day progress to another level.

Publish or perish, one phrase that all academics must embrace. The importance of academic publication is evident when it is included in several of the university's Key Performance Index (KPI). We need to strive to produce scholarly work. I hope FBM Insights can become a small steppingstone for all FBM academics of UiTM Kedah, in our efforts to improve our publications numbers.

Congratulations again to all authors. Heartiest congratulations to the bulletin's editorial board who worked hard in making FBM Insights what it is today. I wish everyone the best and keep up the excellent work.

Dr. Yanti Aspha Ameira Mustapha
FBM Insights Advisor

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DIGITAL FOOD MARKETING TREND: GOOD OR BAD FOR CONSUMERS?

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EMERGENCE OF DIGITAL FOOD MARKETING

The rapid advancement of technology has had a significant impact on many business activities around the world. The advanced use of digitization in marketing activities has a significant impact in many business sectors, particularly in the food and beverage market. According to AsiaPac Net Media Ltd (2022), Malaysia has over 32.98 million people, with 91.7 percent of them classified as active social media users. YouTube has 23.6 million users, making it the most popular video platform in Malaysia, alongside WhatsApp, Facebook, Instagram, Telegram, Facebook Messenger, TikTok, Twitter, WeChat, Pinterest, LinkedIn, and others.

Furthermore, content marketing is becoming increasingly popular on social media platforms that are commonly used by influencers, bloggers, TikTokers, celebrities, and others to share their live experiences, engagements, and try viral food products across the country. Many followers would be triggered by the content, which would coincidentally encourage them to become “food hunters” in order to try it for themselves. The main concern here is whether the food is safe to eat and provides a balanced diet to meet human needs.

WHAT ARE THE CONSEQUENCES OF AN UNHEALTHY EATING HABIT?

Something to think about in terms of the current trend of accessing viral food, particularly among children and teenagers or the millennial generation. Due to unhealthy eating habits, frequent consumption of sweet, salty, creamy, oily, spicy, and other flavoured foods and beverages may have an impact on their body. A healthy diet is always changing to reflect our growing understanding of the roles that different foods, essential nutrients, and other food components play in health and disease. It has been proven that eating a balanced diet rich in fruits and vegetables, low fat dairy products, and less fat and cholesterol can lower blood pressure (Cena & Calder, 2020).

Unfortunately, most children are exposed to unhealthy food consumption because they spend more time online and have no restrictions on accessing social media. According to reports in New Zealand, 85 percent of food and beverage company posts on Facebook and YouTube videos were classified as unhealthy food. Furthermore, unhealthy food and drink were found in 13 percent of YouTube videos and 10 percent of Facebook posts aimed primarily at children and young people (Garton et al., 2022). In addition, Amson et al. (2023) found that girls viewed more products that were excessive in total fat per 10-minute use of social media than boys. This trend could not be ignored because consumer exposure to harmful marketing has a negative impact on their healthy lifestyle.

In Malaysia, with the increasing trend of sharing pictures, food experiences, and live sessions when exploring new foods, people are easily exposed to many advertisements and

information about food with a single click. This situation has an effect on the followers, members, subscribers, and viewers. Table 1 shows a sample of social media platforms used by influencers, bloggers, celebrities, and others to share information about food and beverages. The majority of the viral foods are classified as healthy or unhealthy. Before deciding to consume it, the consumer must be able to diagnose the message, interpret it, and evaluate the outcome.

Table 1:
A list of digital food marketing platforms in Malaysia.

Address/ Title	Total Number of Followers/Subscribers/Members	Social Media Platforms
CariDestinasi.com (Tempat Makan Best Malaysia)	4.4k followers	Facebook
Chefspencil	67.9k followers	Instagram
Food Hunter	76.2K subscribers	YouTube
FOOD SWAP: Korean Food & Malaysian Food	357k views	YouTube
JJCMTV3	211k followers	Instagram
KLFoodie	2.47M followers	Facebook
Kl.foodie	827k followers	Instagram
Malaysia Food hunter	1.1k members	Facebook
Official Food Viral Malaysia	18.3k followers	Instagram

Note: Author search from Google until January 30th, 2023

Uncontrollable and aggressiveness in digital food marketing by sellers and marketers, especially for unhealthy food promotion, exposes people to the health risks. According to SA Health (2022), poor and unhealthy eating habits would cause major health problems in humans, such as high blood pressure, high cholesterol, heart disease, stroke, diabetes, osteoporosis, some cancers, being overweight or obese, depression, tooth decay, and eating disorders. On the other hand, the issue of obesity due to unhealthy eating habits has become one of the major health problems in Malaysia. This is evidenced by one of the reports that showed 48 percent of Malaysians have problems with obesity, and the percentage is the highest compared to other Southeast Asian countries (Chong et al., 2019). Therefore, it is imperative for everyone to pay attention to the issue of unhealthy eating in our daily lives.

CONCLUSION

In conclusion, consumer knowledge about healthy food is important in evaluating the quality of food that has gone viral on social media before deciding to try it. As consumers, we need to be equipped with knowledge and positive attitudes about how to respond to digital food advertisements that are currently aggressively encumbered on many social media platforms. Unhealthy eating habits can have a variety of negative effects on our bodies, resulting in a variety of problems such as heart disease, obesity, cancer, and so on. Indirectly, this situation has the

potential to significantly alter consumer lifestyles due to irregular eating habits, such as consuming unhealthy dietary meals simply because they were drawn to the advertisement. That is why digital food marketing has the potential to influence consumer health and eating habits. It is fine to follow the trend of experiencing viral food, but the ability to critically evaluate whether something is good or bad is required to make healthy eating workable in one's life.

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