

FBM

UITM
CAWANGAN KEDAH

Insights



UiTM Cawangan Kedah



UNIVERSITI
TEKNOLOGI
MARA

Faculty of Business
and Management

UiTM *di hatiku*

VOLUME 7

2023

eISSN 2716-599X



772716 599000
e-ISSN 2716-599X

FBM INSIGHTS

Faculty of Business and Management

Universiti Teknologi MARA Cawangan Kedah

e-ISSN 2716-599X

The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this bulletin.

Published by : Faculty of Business and Management,
Universiti Teknologi MARA Cawangan Kedah

Published date : 13 June 2023

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission from the Rector, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, 08400 Merbok, Kedah, Malaysia.

The views, opinions, and technical recommendations expressed by the contributors and authors are entirely their own and do not necessarily reflect the views of the editors, the publisher and the university.

FBM INSIGHTS EDITORIAL BOARD

Advisor

Dr. Yanti Aspha Ameira binti Mustapha, Universiti Teknologi MARA Cawangan Kedah

Chief Editor

Dr. Zuraidah binti Mohamed Isa, Universiti Teknologi MARA Cawangan Kedah

Dr. Norhidayah binti Ali, Universiti Teknologi MARA Cawangan Kedah

Managing Editor

Dr. Azyyati binti Anuar, Universiti Teknologi MARA Cawangan Kedah

Puan Nurul Hayani binti Abd Rahman, Universiti Teknologi MARA Cawangan Kedah

Editors

Dr. Dahlia binti Ibrahim, Universiti Teknologi MARA Cawangan Kedah

Dr. Nur Zainie binti Abd Hamid, Universiti Teknologi MARA Cawangan Kedah

Dr. Roziyana binti Jafri, Universiti Teknologi MARA Cawangan Kedah

Puan Rosliza binti Md. Zani, Universiti Teknologi MARA Cawangan Kedah

Puan Najah binti Mokhtar, Universiti Teknologi MARA Cawangan Kedah

Puan Yong Azrina binti Ali Akbar, Universiti Teknologi MARA Cawangan Kedah

Puan Hanani binti Hussin, Universiti Teknologi MARA Cawangan Kedah

Puan Shakirah binti Mohd Saad, Universiti Teknologi MARA Cawangan Kedah

Encik Mohd Radzi bin Mohd Khir, Universiti Teknologi MARA Cawangan Kedah

Puan Wan Shahrul Aziah binti Wan Mahamad, Universiti Teknologi MARA Cawangan Kedah

Puan Syukriah binti Ali, Universiti Teknologi MARA Cawangan Kedah

Dr Rabitah binti Harun, Universiti Teknologi MARA Cawangan Kedah

Manuscript Editor

Cik Nurul Izzati binti Idrus, Universiti Teknologi MARA Cawangan Kedah

Cik Nurfaznim binti Shuib, Universiti Teknologi MARA Cawangan Kedah

Secretary

Puan Intan Nazrenee binti Ahmad, Universiti Teknologi MARA Cawangan Kedah

Puan Syahrul Nadwani binti Abdul Rahman, Universiti Teknologi MARA Cawangan Kedah

Technical Board

Dr. Afida binti Ahmad, Universiti Teknologi MARA Cawangan Kedah

Graphic Designer

Dr. Shafilla binti Subri, Universiti Teknologi MARA Cawangan Kedah

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

13	CONSUMER BEHAVIOR: DIGITAL LIFESTYLE <i>Muhammad Hanif Abdul Gafar & Nor Amira Mohd Ali</i>	32
14	WOMEN LEADERSHIP <i>Kardina Kamaruddin, Roziyana Jafri & Noor Maliniasari Ali</i>	34
15	DIGITAL FOOD MARKETING TREND: GOOD OR BAD FOR CONSUMERS? <i>Rabitah Harun, Nurul Hayani Abd Rahman & Law Kuan Kheng</i>	37
16	THE IMPACTS OF NEGATIVE ONLINE REVIEWS ON BUSINESS REPUTATION <i>Ramli Saad, Wan Shahrul Aziah Wan Mahamad & Yong Azrina Ali Akbar</i>	40
17	SOCIAL MEDIA USAGE: INFLUENCE ON STUDENTS LIFE <i>Wan Shahrul Aziah Wan Mahamad, Ramli Saad & Yong Azrina Ali Akbar</i>	43
18	EMBEDDED EMOTIONAL INTELLIGENCE IN CUSTOMER SERVICE'S COURSE SYLLABUS <i>Shakirah Mohd Saad</i>	45
19	CASHLESS PAYMENTS INFLUENCE IMPULSE BUYING BEHAVIOUR <i>Syahida Abd Aziz & Roziyana Jafri</i>	48
20	IMPROVING THE AGRICULTURE SECTOR USING LEAN 4.0 <i>Azyyati Anuar & Daing Maruak Sadek</i>	51
21	UNDERSTANDING AND ADDRESSING DISABILITY IN MALAYSIA <i>Nurul Hayani Abd Rahman, Rabitah Harun & Shazwani Salleh</i>	53
22	CORRUPTION PERCEPTION INDEX: INVESTOR AND MALAYSIA <i>Nor Amira Mohd Ali & Muhammad Hanif Abdul Gafar</i>	56
23	DARK TOURISM IN MALAYSIA: A GROWING SECTOR <i>Muhammad Hanif Othman & Zouhair Mohd Rosli</i>	59
24	POST-COVID-19 PANDEMIC: WHAT IS NEXT FOR THE TOURISM SECTOR IN MALAYSIA? <i>Muhammad Hanif Othman & Zouhair Mohd Rosli</i>	62
25	FOOD SECURITY: DOES IT MATTER? <i>Irlisuhayu Mohd Ramli & Nabila Ahmad</i>	64

FOOD SECURITY: DOES IT MATTER?

Irlisuhayu Mohd Ramli
Department of Economics , University Teknologi MARA, Cawangan Kedah
irlisuhayu@uitm.edu.my

Nabila Ahmad
Department of Economics , University Teknologi MARA, Cawangan Kedah
nabila679@uitm.edu.my

INTRODUCTION

According to the United Nations' Committee on World Food Security, food security refers to the state in which all people, at all times, have physical, social, and economic access to sufficient, safe, and nutritious food that meets their dietary needs and preferences for an active and healthy life. Strengthening the food system is vital in ensuring the provision of nutritious food and preserving environmental sustainability. Food security is crucial for a nation as it is closely related to population growth, food safety, malnutrition, food accessibility, and resource sustainability.

Population growth has been identified as a threat to food security by several studies (Kwasek, 2012; Vásquez et al., 2018; Smith & Archer, 2020; Molotoks et al., 2021). According to the latest projections by the United Nations (2022), the world's population could increase to approximately 8.5 billion by 2030 and 9.7 billion by 2050. The population is expected to peak at 10.4 billion people in the 2080s and remain at that level until 2100. This rapid population growth is expected to drive up the demand for food, making it more challenging to achieve food security in terms of availability and accessibility.

FOOD SECURITY AND WHY IT MATTERS

According to the FAO (2021), the COVID-19 pandemic has led to an increase in global food insecurity and malnutrition. This is due to the vulnerability of agrifood systems to shocks and stresses. In order to become more resilient, efficient, sustainable, and inclusive, action is needed to strengthen the food system.

In order to promote good health coverage, food safety needs to be addressed to ensure that people have sufficient access to safe and nutritious food that sustains life. Unsafe food can cause more than 200 diseases, such as diarrhea and cancers (UN, 2022; FAO, 2016). To avoid consuming unsafe food that may contain harmful bacteria, viruses, parasites, or chemical substances, government intervention is needed to ensure food safety and the development of systematic food systems in the country (Fan et al., 2017).

Other than that, malnutrition is also one of the determinants to measure food security. According to WHO (2021), malnutrition refers to absences or extremes in nutrient consumption, imbalance of essential nutrients or impaired nutrient utilization. The consequences of malnutrition consist of both undernutrition and overweight and obesity, as well as diet-related noncommunicable diseases.

The availability of food is the main concern of every nation in the world including Malaysia and all developing countries. Thus, sustainable agricultural trade policies appear to have a significant relationship with food security and the development of agricultural output (Cao et al., 2021; Chikhuri, 2013) (FAO, 2016). Agricultural trade comprises activities of buying and selling of farming and forestry products that have been produced among different countries. It can give consumers better alternatives to a variety of agricultural goods, frequently at more reasonable prices. Moreover, agricultural trade also can overcome the problem of inadequate supply of agricultural products due to the continuously increasing demand from time to time.

The decreased in the production will increase the price of food (Maisonet-Guzman, 2011; Alvi et al., 2021; Beckman et al., 2021). To cater the excessive demand, Malaysia has to outsource its

supply of food and engaged in international trade with many countries in the world (Abu Dardak,2020).

Other than food availability, food accessibility is also significance to ensure food security in a good form. Food accessibility can be measured in terms of how many households spend their income on food and their willingness to buy food. Per capita income that they received is important to influence their average spending on food. Household spending can be defined as the amount of final consumption expenditure made by resident households to meet their daily needs, such as food, clothing, rent on housing, energy, transport, durable goods, health costs, leisure, and miscellaneous services (OECD,2022). In 2019, Malaysian households spent about RM783 per month on food and drinks encompassing 17.3% of total spending. Malaysians spend the most on fish and seafood, amounting to approximately RM169 per month, which makes up 3.7% of their total spending (DOSM,2020).

Another aspect that needs to be given attention in food security is in terms of resource sustainability. Climate change and unsustainable management practices has given an impact to the availability of the resources from agricultural production (Alvi et al., 2021; Hamududu & Ngoma, 2020; Mized, 2009). To react to this situation, the sustainability performance of the agriculture sectors needs to be improved and adjusted to the effects of climate change in such a way it does not undermine global efforts to ensure food security for all. Sustainable farming land and systematic land management may result in improvements in productivity that can enabled food production to meet up with the population growth.

Therefore, food security is crucial for guaranteeing that everyone has access to the food they require. Proper precautions are needed so that can guarantee the greatest level of food quality and safety for all.

REFERENCES

- Alvi, S., Roson, R., Sartori, M., & Jamil, F. (2021). An integrated assessment model for food security under climate change for South Asia. *Heliyon*, 7(4). <https://doi.org/10.1016/j.heliyon.2021.e06707>
- Beckman, J., Baquedano, F., & Countryman, A. (2021). The impacts of COVID-19 on GDP, food prices, and food security. *Q Open*, 1(1). <https://doi.org/10.1093/qopen/qoab005>
- Cao, L., Li, T., Wang, R., & Zhu, J. (2021). Impact of COVID-19 on China's agricultural trade. *China Agricultural Economic Review*, 13(1). <https://doi.org/10.1108/CAER-05-2020-0079>
- Chikhuri, K. (2013). Impact of alternative agricultural trade liberalization strategies on food security in the Sub-Saharan Africa region. *International Journal of Social Economics*, 40(3). <https://doi.org/10.1108/03068291311291491>
- Abu Dardak, R. (2020, November 24). *Addressing food security in challenging times*. FFTC Agricultural Policy Platform. <https://ap.fttc.org.tw/article/2634>
- DOSM. (2020, November 27). *7 things Malaysians spend the most money on*. https://v2.dosm.gov.my/uploads/content-downloads/file_20221004152839.pdf
- Fan, S., Cho, E. E., & Rue, C. (2017). Food security and nutrition in an urbanizing world: A synthesis of the 2017 Global Food Policy Report. *China Agricultural Economic Review*, 9(2), 162–168). Emerald Group Publishing Ltd. <https://doi.org/10.1108/CAER-02-2017-0034>
- Food and Agriculture Organization (FAO) (2016). How does agricultural trade impact food security? *Trade Policy Briefs*, 17.
- Food and Agriculture Organization (FAO) (2021). *The State of Food and Agriculture 2021*. Rome, Italy. <https://doi.org/10.4060/cb4476en>

- Hamududu, B. H., & Ngoma, H. (2020). Impacts of climate change on water resources availability in Zambia: implications for irrigation development. *Environment, Development and Sustainability*, 22(4). <https://doi.org/10.1007/s10668-019-00320-9>
- Kwasek, M. (2012). Threats to food security and common agricultural policy. *Economics of Agriculture*, 701-713.
- Maisonet-Guzman, O. E. (2011). Food security and population growth in the 21st century. *e-International Relation*, 1-10.
- Mizyed, N. (2009). Impacts of climate change on water resources availability and agricultural water demand in the West Bank. *Water Resources Management*, 23(10). <https://doi.org/10.1007/s11269-008-9367-0>
- Molotoks, A., Smith, P., & Dawson, T. P. (2021). Impacts of land use, population, and climate change on global food security. *Food and Energy Security*, 10(1). <https://doi.org/10.1002/fes3.261>
- OECD (2023, April 12), Household spending (indicator). <https://doi.org/10.1787/b5f46047-en>
- Smith, G. R., & Archer, R. (2020). Climate, population, food security: adapting and evolving in times of global change. *International Journal of Sustainable Development and World Ecology*, 27(5). <https://doi.org/10.1080/13504509.2020.1712558>
- United Nations (UN) Department of Economic and Social Affairs, Population Division (2022). *World population prospects 2022: Summary of results*. https://www.un.org/development/desa/pd/sites/www.un.org.development.desa.pd/files/wpp_2022_summary_of_results.pdf
- Vásquez, F., Vita, G., & Müller, D. B. (2018). Food security for an aging and heavier population. *Sustainability (Switzerland)*, 10(10). <https://doi.org/10.3390/su10103683>
- WHO (2021, June 9) *Malnutrition*. World Health Organization. <https://www.who.int/news-room/fact-sheets/detail/malnutrition>