UNIVERSITI TEKNOLOGI MARA

TERENGGANU

# THE ACCEPTANCE OF FOOD WASTE INNOVATION PRODUCTS AMONG HOUSEHOLDS IN KUALA LUMPUR


By,

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## ABSTRACT

Food waste has been a worldwide concern for several decades due to growing evidence that municipal waste generation has increased globally and locally in recent years. Food waste to be recognized as a complex issue that affects the world's sustainable development, including the environment, economy, and society. In 2015, the total food waste had reached approximately 33% in Southeast Asia, including Malaysia. Therefore, the purpose of this paper is to identify the factors that affect food waste innovation products among households and to determine to what extent food waste innovation products can reduce wastage in Malaysia. The quantitative method was applied through online questionnaire survey distributed to respondents that were randomly selected in Kuala Lumpur and total about 213 questionnaires were completed and returned with reliable and meaningful results. The results clearly show that knowledge and behavior positively affect the acceptance of food waste innovation products among households. Besides, it was found that the households in Kuala Lumpur show the positive feedback on the notion of food waste innovation products can be a viable option in reducing food waste in our country. Hence, the results of this study may contribute to sustaining the environment and landfills by reducing greenhouse gas emissions and global warming. Other than that, this study is essential in creating the business opportunities among households and food industry by converting the food waste into innovative products such as animal feed, microbial fertilizer, compostable vase, eco- friendly packaging, renewable energy and selling them to the third parties. Thus, the business opportunities may encourage the households to gain income, improve the economy, sustain the environment as well as reducing the Malaysia's landfills issue.

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Sincerely,
NUR NADIAH HAFIZAH BINTI HARUN
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