

**UNIVERSITI TEKNOLOGI MARA**

**KNOWLEDGE, ATTITUDE AND  
PERCEPTION OF GENERAL PUBLIC IN  
SELANGOR WITH REGARDS TO HONEY**

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## **ABSTRACT**

Nowadays, there are increasing in number of conventional medicines. More and more peoples consume conventional medicine to treat their disease. However, there are safer ways to prevent the spreading of the disease from worsened. Honey is widely used as a natural remedy and it has the same benefit as the conventional medicines. Hence, the aim of this study was to examine the knowledge, attitude and perception of general public in Selangor with regards to honey. A self-constructed questionnaire was designed and distributed to the targeted respondents in the state of Selangor including rural and urban areas via convenience sampling. The instruments were assessed by reliability and validity tests. Through the test conducted, the instrument used in the present study was found to be valid. The Finding showed majority of the respondents have good knowledge, perception as well as desirable attitudes towards the use of honey. There were significant association between selected demographical factors (place, gender, age, race, and user vs non user) with the knowledge, attitude and perception of the general public in Selangor with regards to honey. As such, there is a need to give and disseminate information about honey so that they will be more knowledgeable on the benefit of the honey.

**Keywords:** honey, knowledge, attitudes, perception

# CHAPTER 1

## INTRODUCTION

### 1.1 Honey

According to the Commission (1981), honey is consisting of different type of sugars, predominantly fructose and glucose and other substances such as organic acids, enzymes and solid particles.

Honey has been widely used throughout the world and its used has been practised for centuries. Honey has been contributing to the economy of countries such as China, New Zealand, and Yemen (UKESSAYS.com, 2014).

According to Datuk Naroden Majais, Assistant Minister in the Chief Minister's Department (Entrepreneur Development), the value of importation of raw honey has increased from RM26.7 million in 2008 to RM40.8 million in 2011 and the value is expected to increase up to RM50 million in the future (Mail, 2014).

Honey consist of approximately 28 elements including potassium, copper, magnesium and others. Honey also contains a low amount of mineral composition (0.1-1.0 % w/w) (Chua, Abdul-Rahaman, Sarmidi, & Aziz, 2012)