

UNIVERSITI TEKNOLOGI MARA

**DEVELOPMENT OF VIDEOS ON HEALTHY SHOPPING FOR SOCIAL
NETWORKING SITES (SNS)**

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ABSTRACT

Educational videos are practical tools for promoting behavioural changes in shopping habits among the public. This study evaluates the understandability, actionability, and suitability of newly developed educational videos promoting healthy shopping habits among Malaysians. 300 participants from the public, aged 18 years, were recruited through convenience sampling. Three stages were involved which are analysis, development, and evaluation. In the analysis stage, nine healthcare professionals with a minimum of 5 years of experience and proficiency in both English and Malay, specifically in nutrition and dietetics, participated. They evaluated the storyboard of the videos using the Educational Content Validation Instrument in Health (ECVIH). In the development stage, 6 videos covered three main topics related to healthy shopping 1) Malaysian Food Pyramid 2020, 2) Understanding the Food Labels, 3) Nutrition Information Panel and 4) Healthy Shopping Tips. In the evaluation stage, six videos underwent assessment using the Patient Education Materials Assessment Tool for Audio-Visual Materials (PEMAT-A/V) and the Suitability Assessment of Materials (SAM) scale by: participants aged 18 and older. Participants found all videos highly understandable, actionable, and suitable for educational use, with scores exceeding 94% for understandability, 93% for actionability, and 85% for suitability among the public. Healthcare professionals rated the videos at over 81% for understandability, 81% for actionability, and 68% for suitability. The newly developed videos received high ratings for understandability, actionability, and suitability, indicating positive acceptance among healthcare professionals and the Malaysian public.

Keywords: educational video, healthy shopping, purchasing behaviour, food choices, social networking sites

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CHAPTER ONE

Introduction

1.1 Research Background

Healthy shopping is the deliberate act of procuring nourishing foods that encompass whole, nutrient-dense options. This entails crafting a comprehensive list that spans various categories, including carbohydrates, proteins, fruits, and vegetables, with the aim of promoting the acquisition of healthful provisions (Kubala, 2021). Supermarkets, as outlined by Chamhuri and Batt (2013), are comprehensive retail establishments that offer self-service options and a diverse selection of affordably priced goods. These establishments are also recognised for their attractive ambiance, frequently furnished with contemporary amenities aimed at maintaining the freshness of items for clientele. In contrast, a past study highlighted that supermarkets serve as convenient locations for the availability of processed, dry, and packaged food products, alongside non-food-related commodities.

Currently, supermarkets and hypermarkets have emerged as the predominant venues for both non-food and food-related consumer transactions, largely due to their extensive assortment of options, thus supplanting the traditional functions of local markets. Nonetheless, farmers markets and small grocery stores continue to serve as primary destinations for the procurement of fresh food, specifically including fish and meat. Nevertheless, modern supermarkets are favoured due to their provision of refrigerated fresh produce, which is particularly advantageous in Malaysia's tropical climate. This feature expedites the deterioration of fruits and vegetables that are publicly showcased at farmers' markets. Hence, it is not surprising that most food shopping activities take place in retail environments, such as supermarkets, which, in turn, influence both food and customer purchasing behaviours (Chamhuri & Batt, 2013).

In addition, past studies have indicated that in-store food plays a fundamental role in dietary outcomes (Karpyn et al., 2020). In the UK, as stated by Piernas et al.