

FACULTY OF ADMINISTRATIVE SCIENCE &
POLICY STUDIES



INFLUENCE OF INFORMATION ON NEGATIVE
NUTRIENTS ON THE BUYING HABITS OF
ACADEMIC STAFF

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ABSTRACT

In recent years consumers have become increasingly interested in nutritional issues. This interest in nutrition is fuelled by a number of factors including life style, aging population, gender, dietary and health concern. Nutritional labeling was found to have an impact on consumer purchase decision. Those consumers who read the nutritional label and use it in the evaluation and assessment of the food product. Nutritional information is important to educate the buyer of the quality of food ingredients especially the negative nutrients. Thus, it can determine the buyer's choice of food accordingly. People avoid negative nutrients such as salt, preservative, cholesterol, and fat to reduce occurrence of diseases. This study is on influence of information on negative nutrients on the buying habits. The main objective of this study is to examine the perceptions of staff on negative nutrients, health condition, as well as gender towards influence of staff on buying habits. Questionnaires were distributed to a convenience sample of 34 academic staffs from four different faculties in Universiti Teknologi Mara, Shah Alam. It was found that most academic staffs do not give importance to the negative nutritional. Subsequently, this create that their perception of negative nutrients too do not influence their buying habit. However, not surprising that academic staffs with health conscious pay attention to the nutritional information. The study is not aligned with the prior research due to the insufficient number of respondents. However, not surprisingly academic staffs with health conscious pay more attention to the nutritional information.

TABLE OF CONTENTS

Chapter I: Introduction

| | | |
|-----|------------------------------|-----|
| 1.1 | Introduction | 1 |
| 1.2 | Problem statement | 2 |
| 1.3 | Research questions | 2 |
| 1.4 | Research objectives | 3 |
| 1.5 | Scope of the study | 3 |
| 1.6 | Significance of the study | 3 |
| 1.7 | Definition of terms/concepts | 4 |
| 1.8 | Limitation | 5-6 |

Chapter II: Literature Review and Conceptual Framework

| | | |
|-----|----------------------|--------|
| 2.1 | Literature Review | 7 - 23 |
| 2.2 | Conceptual framework | 24-25 |

Chapter III: Research Methodology

| | | |
|-----|-----------------------------|-------|
| 3.1 | Research design | 26 |
| 3.2 | Unit of analysis | 26-27 |
| 3.3 | Sample size | 27 |
| 3.4 | Sampling technique | 27-28 |
| 3.5 | Measurement/Instrumentation | 28-30 |
| 3.6 | Data collection | 30 |
| 3.7 | Data analysis | 30-31 |

Chapter IV: Findings

| | | |
|------|----------------------|-------|
| 4.1 | Introduction | 32 |
| 4.1A | Respondents' profile | 32-33 |
| 4.2B | Testing Assumption | 33-34 |
| 4.3C | Findings | 34-36 |
| 4.4 | Summary of findings | 37 |

Chapter V: Discussion and Conclusion

| | | |
|-----|-----------------------|-------|
| 5.1 | Main findings restate | 38-40 |
| 5.2 | Conclusion | 41 |

| | |
|-------------------------|-------|
| References/bibliography | 42-45 |
| Appendixes | 46-68 |

CHAPTER 1

INTRODUCTION

1.1 Introduction

There are many factors that might influence on food buying habit. The factors are like salary, occupation, price, brand, packaging, and location. In term of salary, people with high salaries will tend to buy more expensive food rather than individual who earn low income. While for the working people, their buying habits are different with the people who are still studying such as students. Other attributes such as taste, necessity, nutritional value and availability are also contributed in influencing the buying habit among consumers.

Under the product labeling laws, the manufacturer is required to list the ingredients including the nutritional properties of the product. These requirements are presumably carried out to inform the buyers of the ingredients. Nutritional information will informed and help people to make choices accordingly. Negative nutrients such as salt, preservatives, coloring, fat and cholesterol are increasing included in the food label to provide more information and at the same time try to attract buyers to the products and brands that have remove certain negative nutrients or have them in low quantity. The question that forms the basis of this study is whether the academic staff in the purchase looks at for information on negative nutrients. If they do, does it affect their choice of food products.