

UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES



**THE ISSUES OF RISING FOOD PRICES IMPACTING STUDENTS AT UiTM
SAMARAHAN 2 CAMPUS**

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2022981705

FEBRUARY 2024

Abstract

The purpose of the study was to examine the relationship issues contributing to the impact of rising food prices toward university students. The study was carried out between May 2023 until February 2024. This study employed stratified sampling techniques by using questionnaires method in collecting the survey data. The result of the study revealed four important findings. There is a strongly positive relationship between the rising food prices and its impacts towards the student. Secondly, there is moderately positive relationship between the impact of high prices on food among university students and the coping strategies to reduce the impact of high food prices. Most of the respondents strongly agree with the statement that rising food prices giving impacts toward the university students. Hence, this research distinctively places itself to offer contributions, both in theory and empirically, to the extensive body of literature spanning multiple domains, encompassing both management and psychology.

Keywords: Issues of Rising Food Prices, Impact of Rising Food Prices Toward Student, Coping Strategies to Reduce the Impact of Rising Food Prices.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

This chapter focuses on the background of the study on the impacts of rising food prices to University Students at UiTM Samarahan 2 Campus. The scope of the study is focusing on the students that are going to have their meals at Medan Selera UiTM Samarahan 2 Campus. There are several parts of the presentation on this chapter which are delegated into ten parts. To begin, the first part will cover based on the study. The next part will further discuss the background of the study. Moreover, followed by the problem statement which highlights the core part of this research as it will clarify the scope of the study which will be discussed through the research. Next, the significance of the study will be identified in the study. Furthermore, the next part will be focused on the objectives of this research as well as the research questions. Meanwhile, for the next section of this chapter, further discussion about the research hypotheses will follow terms that frequently be used in this study. A final point to be focused on this chapter is to come up with an overview of this research, as well as the last part in Chapter Summary will thoroughly explain the chapter. Significantly, this research will be conducted due to the impact of rising food prices on students, specifically students of UiTM Samarahan 2 Campus.

1.2 Background of Study

According to the studies by Al-Aklabi, Al-Dowsari and Andrioti (2016), a number of factors influence food choice, such as income, globalization, nutritional behavior transitions, and market prices. Prices for essential food products change considerably over time. According to health economists, individuals prefer to pay the cheapest price for food or services. Human behavior is usually influenced by many factors, especially budget. Moreover, price directly determines the quality of food consumed. A consumer may choose the cheapest product rather than the healthiest.

Cheapest food can be related to junk food. It has resulted in a ravenous uprising of junk food culture among young people, and it has caused people to eat without planning. Junk food is easy to make and consume. Generally, junk food looks attractive and so yummy for people of all age groups, not only children but also adults too. Those who consume foods with low nutritional value (fast food, chips, and soft drinks) are at a higher risk of developing

CHAPTER 2: LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1 Introduction

This chapter focuses on the literature review and conceptual framework which is on the impacts of rising food prices on university students. The scope of study is focusing on the students that study in Universiti Teknologi Mara (UiTM) Samarahan 2 Campus. There are several parts of the presentation on this chapter. This chapter will start with an introduction to the basis of this study. Next, the second part of the chapter will discuss a literature review about the causes of high prices of food. However, the third part is about the impact of high food prices that affect student's financial among the students that study in Universiti Teknologi Mara (UiTM) Samarahan 2 Campus. Next, the other part will touch on the explanation of coping strategies during the impact of high food prices on university students. Meanwhile, the other part is the conceptual framework that will introduce the theory based on the high price of food. Besides, the hypothesis statement will explain the assumption of the effect of high price on food among students in UiTM Samarahan 2 Campus. Finally, to come up with an overview of this research, the last part in chapter summary will thoroughly explain the organizations of this research. This research will be conducted due to the need to know the effect of high prices on food among students in UiTM Samarahan 2 Campus.

2.2 Causes of High Price of Food

2.2.1 Food Inflation

Food prices are the average level of food prices. According to the Malaysian Department of Statistics on Airtimes article, the Consumer Price Index (CPI) increased by 2.3percent in April 2022 to 125.9%, up from 123.1% the previous month. In April 2022, food inflation increased by 4.1%, with increases in 89.1% of food and beverage categories Dr. Hj.Ahmad Zaharuddin Ahmad Sabri (2022). This will cause an increase of household expenditure due to the food or basic items that has risen by 60%. Those on the lowest income levels will suffer the most if food prices rise. Low-income families spend a higher percentage of their income on food than middle- and upper-income families. The greatest contributions to inflation are rises in the prices of prepared food and beverages in restaurants and motels.