UNIVERSITI TEKNOLOGI MARA

FOOD PREFERENCE PATTERN BASED ON FOOD GROUPS TOWARDS HEALTHY EATING HABITS AMONG ADOLESCENCE IN UiTM TERENGGANU

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ABSTRACT

This study was sought to identify the type of food preference pattern based on food groups towards healthy eating habits. It was conducted among higher institution students due to their busy life schedule which may also affect their eating patterns. The type of food preference pattern were identified based on six food groups as illustrated in Malaysian Food Pyramid and the additional of two food groups (fast food and snack). Each food groups consists of eight dimensions of questions that need to be answered by the respondents which is the *most preferred food in each type of group, the way it been consumed, frequency taken, time taken, quantity taken, sources of food, price and innovation of the food.* This study was explored in quantitative research method with a descriptive research design. A total of 232 students among UiTM Terengganu had been participating in this study and the data had been collected through online survey. This study had been analyzed using SPPS software that discuss on frequency and percentage which is demonstrated in pie chart and table. The finding of this research showed white rice, water spinach, watermelon, fish, poultry, eggs and meat, fresh milk, granulated sugar, fried chicken, and chips are the most preferred food in each type of food group. For the way it been consumed, frying is the most preferred whereas frequency of time taken mostly chose 2-3 time per month. Moderate intake is the most applied in quantity taken, For sources of food, cafeteria and supermarket is the highest choice to get the food and the highest price was spent is RM30 that belong to rice. This is taken with the highest frequency of 2-3 times a day of taking rice. For innovation of the food that most preferred, there are varies from each group that consist of *kek nasi lemak, kerepek peria, sambal hitam kulit tembikai, spicy korean chicken cheese, bingsu, salted egg yolk fries, and salted egg chips.* This study is interestingly giving some shed light that may provide some new contribution of knowledge on food preference among adolescents specifically on university student. The information can be one of the references and guideline to them in practicing and modifying more healthy eating habit in daily life that may help them increase their performance in study and quality of life. Fascinatingly this result also may give some ideas and guideline to the food operator at cafeteria university in planning the menu with some new modification and innovation that more palatable, reasonable price and healthy. This definitely can attract more students to eat and simultaneously increase revisit intention and reduce some food waste. This concurrently may increase more profit that may contribute to the development of food industry in future.

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