



اَوْتِمُوْا سَبِيْقًا بِتِكْنُوْلُوْجِيْ مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Kelantan

Kampus Machang

**GROUP PROJECT STA104/QMT181**  
**TITLE : PASSION IN FOOD AND COOKING**  
**AMONG STUDENTS**

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## TABLE OF CONTENT

Title	Page
<u>Chapter One: Introduction</u>	
Background of study	1
Objectives of study	1
<u>Chapter Two: Methodology</u>	
<i>2.1 Description of Data</i>	2
2.1.1 Target Population	2
2.1.2 Sample	2
2.1.3 Sampling Technique	3-8
2.1.4 Methods of data collection	9
2.1.5 Description of Variables	10-12
2.2 Method of Analysis	13-18
Chapter 3: Findings	19-27
Chapter 4: Conclusion	28
Appendix	29-33

# CHAPTER ONE

## INTRODUCTION

### 1.1 BACKGROUND OF STUDY

The purpose of this study is to investigate the passion in foods and cooking among students. This study is conducted among students of UiTM Cawangan Kelantan Kampus Machang.

Nowadays, students are very into food hunting as they usually go to trending cafes and restaurants. For example, hipster-looking cafes or restaurants. This is because they are influenced by people who posts about those cafes and restaurants. Usually, these cafes and restaurants have unique interior design and also have interesting foods. The cafes or restaurants and foods are worthy to post on social media. From this study, we can know which type of food they prefer.

Besides having passion in foods, students are starting to cook by themselves. In this era, there are many videos uploaded on social media on cooking and most students are easily influenced by the videos as it is short, interesting and informational. For example, on *instagram*, *facebook*, *twitter* and *youtube*. It can be seen that many students nowadays are starting to learn cooking by their own to fill their time. From this study, we can conclude where they learn to start cooking.

By conducting this study, the food and beverages industry can use this information to supply which type of food more and which type to supply less based on students' demand. Besides that, cooking tv shows can use this information to provide better and more interesting show or programmes. This information can also be used by social media influencers.

### 1.2 OBJECTIVES OF STUDY

The objectives in this study are written as below:

- i. To investigate the students' passion on cooking.
- ii. To examine which type of food the students interested on cook.
- iii. To identify which social media influencer has big influence in inspiring students to cook.

## CHAPTER TWO

### METHODOLOGY

#### 2.1 DESCRIPTION OF DATA

##### 2.1.1 TARGET POPULATION

Population of the study can be defined as, a collection of element of interest or the measurements obtained from all individuals or objects of interest. Example, people, animal, plants or thing we may collect data. In this study, the target population is all students of Universiti Teknologi Mara Cawangan Kelantan Kampus Machang (UiTMCK).

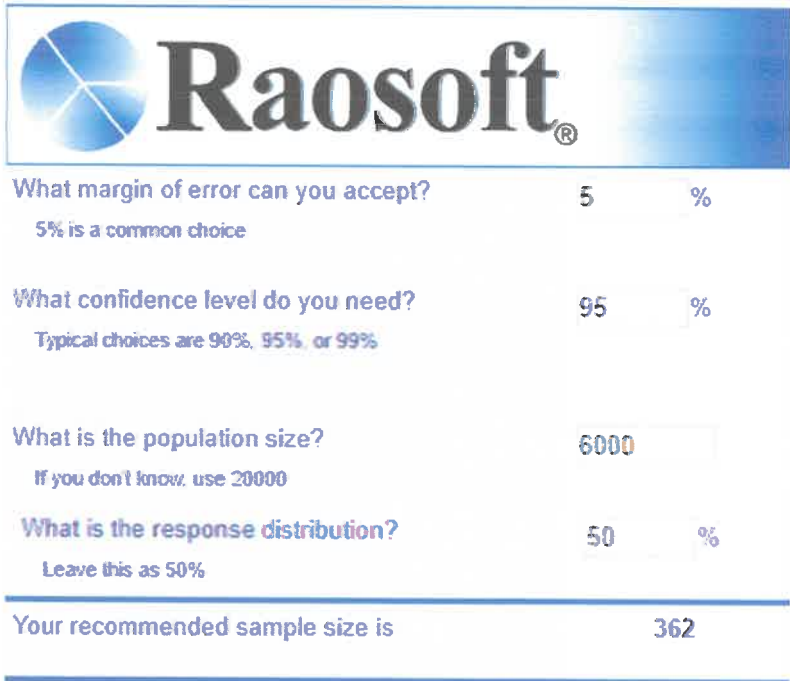
##### 2.1.2 SAMPLE

The definition of sample is a portion of subset of the total group or population of interest.

The sample of population of interest in this study was calculated by using a website called Raosoft. It only requires one step to calculate from this website, fill in the 'What is the population size?' with our population size. Next, the sample size of the study will be calculated by the website when we press 'enter'. The link of the website is as below:

<http://www.raosoft.com/samplesize.html>

Figure below shows how to determine the sample size by using Raosoft.



The screenshot shows the Raosoft website interface for calculating sample size. It features a blue header with the Raosoft logo and a series of input fields for user-defined parameters. The parameters are: margin of error (5%), confidence level (95%), population size (6000), and response distribution (50%). The final result is a recommended sample size of 362.

Parameter	Value	Unit
What margin of error can you accept?	5	%
<small>5% is a common choice</small>		
What confidence level do you need?	95	%
<small>Typical choices are 90%, 95%, or 99%</small>		
What is the population size?	6000	
<small>If you don't know, use 20000</small>		
What is the response distribution?	50	%
<small>Leave this as 50%</small>		
Your recommended sample size is		362

Figure 2. 1: Sample Size Calculation by Raosoft