

UNIVERSITI TEKNOLOGI MARA

**ASSESSMENT OF KNOWLEDGE, ATTITUDE
AND PERCEPTION OF GENERAL PUBLIC IN
SELANGOR TOWARDS COUNTERFEIT HONEY**

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ABSTRACT

Although Malaysia is not a major producer, consumption of honey is common in Malaysia. The aim of current research is to investigate knowledge, attitude and perception in regards to counterfeit honey. The research objectives were reached by investigating a representative sample of subjects from three districts around Selangor. The instrument utilized was a questionnaire, which included questions on demographic, honey usage pattern and knowledge, attitude and perception on counterfeit honey. The reliability of instrument was assessed using Cronbach Alpha. The findings showed that the majority of respondents have low knowledge on counterfeit honey. There is a number of factors (place, gender, age, race and honey consumption) significantly influenced the knowledge, attitude and perception of respondents towards counterfeit honey. As such, there is a need to educate public about counterfeit honey so that they will be more knowledgeable and up to date particularly on this issue.

CHAPTER 1

INTRODUCTION

1.1 Introduction

Honey has been known since 2100 before century (2100 BC) and was mentioned in the Quran and many other ancient religious texts including the Hebrew Bible and the New Testament. Science of beekeeping or apiculture has been in around with human for more than 8,000 years (Lim & Baharun, 2009). Honey has been known to provide benefit to the health of human beings (Barakhbah & Syed Agil, S. A., 2007). There are many types of honey that could be found in Malaysia and each type of honey are believed to produce different health properties. Some examples of honey found in Malaysia include *acacia*, *gelam*, *pineapple*, *kelulut*, and *tualang* (Zainol, Mohd Yusoff, & Mohd Yusof, 2013). Due to the multi-ethnicity of Malaysians, the perceptions, attitudes and uses of honey could vary from one another and are generally passed from one generation to the other.

Practically, honey is used by both bees and human. Honey plays an important role as a food source for the colony of bees during the no flower period (Bradbear, 2009). For humans, honey has been used as remedy to treat coughs, colds, sore throat, bronchial catarrh, as anti-ageing food product, to enhance libido, to enhance immune system, as anti-bacteria, to sooth pain, as antiseptic and to hasten healing. Honey has also been reported to be effective in curing burns, carbuncle, boils and diabetic wound (Barakhbah & Syed Agil, 2007).